

# TARDWARE

Published Every Other Thursday JGE JULY 11, 1940

JUL 10 1940





# THE HIT PARADE FOR YOUR STORE

The WASHINGTON FROGIL line-up of Down-Draft, Hot-Blast Oil Burning Heaters will start the kind of Hit Parade that you will applaud. The appearance of these eight models—their distinctive features and unusual performance will attract a parade of buyers into your store.

The WASHINGTON FROGIL line will earn and hold a leading position in your Parade of profits.

Write today for information about this beautiful line-up. You will want to know all about the Down-Draft, Hot-Blast Combustion, the "Insta-Liter", the Lifetime Stainless Steel Burner, and other exclusive advantages.

GRAY & DUDLEY COMPANY

Established 1862

NASHVILLE, TENNESSEE

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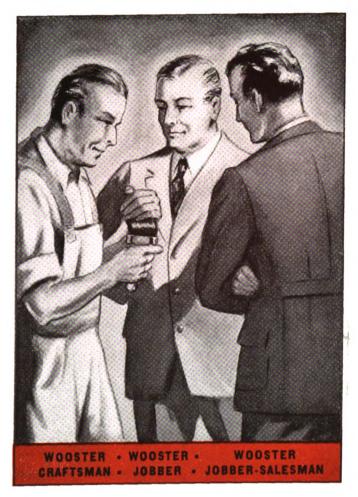
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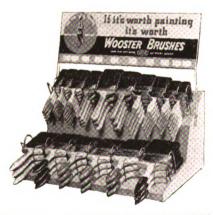


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# You Want Trade Acceptance





#### COUNTER or TABLE DISPLAY No. 30

A colorful attention-getting brush display for either counter or table. Holds 15 of the most frequently requested Wooster Brushes.

# This Combination Will Give You That and Other Help Too

NE thing about a Wooster Foss-Set Brush worthy of noting is that the man who uses it and the man who buys it are uniformly consistent in voicing their praise of it. The one speaks about the ease of flow and balance of construction, causing less fatigue at the close of the day; the other is proud of his purchase because the extra mileage really means lower brush cost. To their minds, there is no substitute for Wooster quality. Dealers of Wooster Foss-Set Brushes are fortunate to have the one man's high opinion and the other man's trade... It means repeat business at a lower cost per sale.

The Wooster Trio have spared no effort to serve dealers everywhere. If you have never investigated the Wooster condensed line, comprising 26 of the fastest-selling brushes, you have missed some easy profits. Your Wooster-Jobber Salesman will be glad to explain how Wooster helps dealers in "point-of-sale" merchandising and assists with other selling aids.



HARDWARE AGE

26 261:3 013 XL



SALES Stars - that's what you're seeing!

Only a few months old, the "Silver Six" are already the leading sellers in the padlock field. And no wonder! They have looks-strikingly modern, with rustproof metal cases finished in baked aluminum. They have quality—the highest in their price range, from 25¢ to \$1.00. And they are made by YALE.

Add to all that, large space Saturday Evening Post advertising, plus an eye-compelling merchandiser board - and you have the story that is selling the "Silver-Six".

Check your "Silver-Six" stock today. It may save you a lost sale tomorrow. SOLD THROUGH JOBBERS ONLY.

#### THE NAME YALE HELPS MAKE THE SALE

Visit YALE at the New York World's Fair. Main Exhibit, Hall of Industry and Metals Building, near Trylon and Perisphere. Other displays are in the Home Building Center.



HE YALE & TOWNE MANUFACTURING CO. STAMFORD CONN., U.S.A.

JULY 11, 1940

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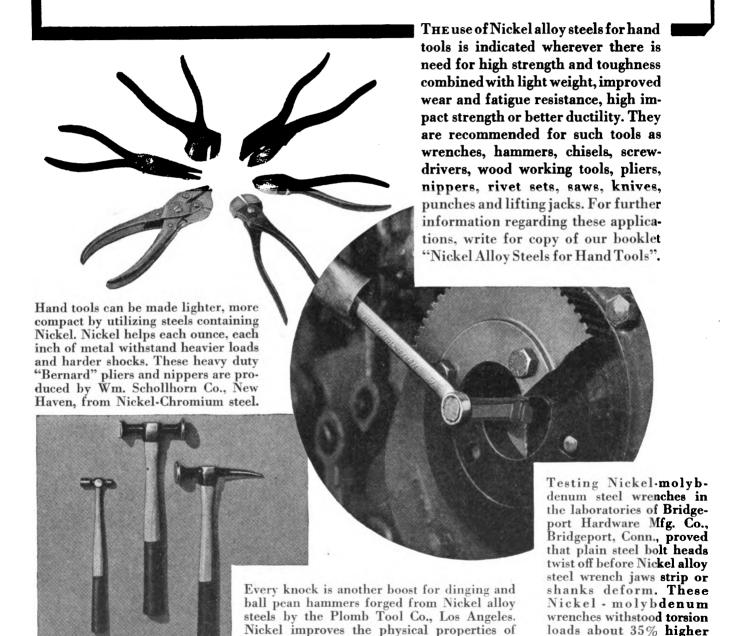
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# Improve HAND TOOLS ...with NICKEL alloy steels



steel thereby preventing spalling, breakage or

other evidences of brittleness in these hammers.

## THE INTERNATIONAL NICKEL COMPANY, INC. 67 WALL STREET

**67 WALL STREET** 

loads about 35% higher

than similar wrenches

made of other steels.

HARDWARE AGE

## ROD CHAMBERLAIN SAYS:

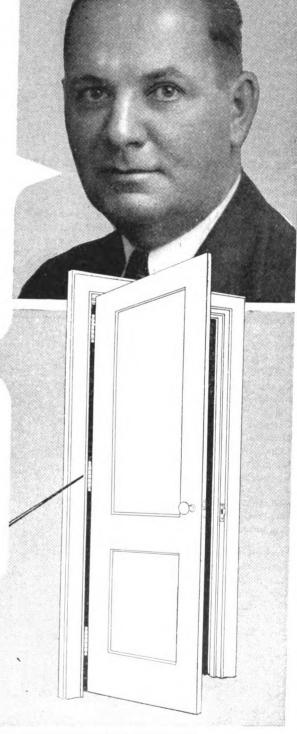
### AND SO DO YOU!

BUT NEITHER AN INCREASE
IN OUR SALES NOR AN INCREASE IN YOUR SALES
WOULD ALONE JUSTIFY OUR
'3 BUTTS TO A DOOR' PROGRAM

SATISFACTION FOR THE HOME OWNER IS WHAT JUSTIFIES OUR SELLING AND YOURS



THE STRAIGHT, TRUE HANG, AND EASY CLOSING OF THE DOOR . . . THE PERFECT AND LASTING FIT OF THE LATCH AND LOCK THAT CAN BE ASSURED ONLY WHEN YOU 'REMEMBER - 3 BUTTS TO A DOOR!'" THE STANLEY WORKS, NEW BRITAIN, CONN.



# STANLEY

JULY 11, 1940 BER...THREE BUTTS TO A DOOR

Acme Steel Co. Ajax Flexible Coupling Co. Allis-Chalmers Mfg. Co. American Can Co. American Chain & Cable Co. American Gas Furnace Co. American Laundry Mach. Co. American Locomotive Co. Anaconda Copper Mining Co. Anchor Post & Fence Co. Appleton Electric Co. Armstrong Machine Works Atlas Lumnite Cement Co. Atlas Powder Co. Bakelite Corp. Baldwin Belting & Leather Co. Baldwin-Duckworth Div. Baldwin-Southwark Corp. W. F. & John Barnes Co. Bethlehem Steel Co. Black & Decker Mfg. Co. Blaw-Knox Co. Brown & Sharpe Mfg. Co. Bucyrus Erie Co. Bullard Co. Butler Mfg. Co. Byers Machine Co. Calco Chemical Co. Canadian Ingersoll-Rand Co. Canadian Westinghouse Co., Ltd. Carboloy Co., Inc. Carrier Corp. Carter Carburetor Co. Celluloid Corp. Century Electric Co. A. B. Chance Co. Chicago Bridge & Iron Co. Chicago Molded Products Co. Cincinnati Bickford Tool Co. Cincinnati Milling Machine Co. Cincinnati Shaper Co. Clark Controller Co. Cling Surface Co. Colgate-Palmolive-Peet Co. A. M. Collins Mfg. Co. Columbia Alkali Corp. Combustion Engineering Co. Continental-Diamond Fibre Co. Copperweld Steel Co. Cornell-Dubilier Elec. Corp. Crown Cork & Scal Co. Cuno Engineering Corp. Cutler-Hammer Inc. Detroit Rex Products Co. Diehl Mfg. Co. Ditzler Color Co. Dodge Mfg. Corp. Dole Valve Co. Domestic Engineering Co.

Fafnir Bearing Co. Fairbanks Morse & Co. Farrel-Birmingham Co., Inc. Ferranti Electric, Ltd. Flintkote Co. Foote-Burt Co. J. B. Ford Sales Co. Foster Wheeler Corp. Foxboro Co. Frick Co. Frontier Roller Bearing Co. Fulton Syphon Co. General Electric Co. General Railway Signal Co. Gisholt Machine Co. Globe Steel Tubes Co. B. F. Goodrich Co. Gould Pumps, Inc. Graver Tank & Mfg. Co. Graybar Electric Co. A. P. Green Fire Brick Co. Guardian Electric Mfg. Co. Hamilton Mfg. Co. Hays Corp. Heald Machine Co. Hinde & Dauch Paper Co. Hercules Powder Co. Hevi Duty Electric Co. Hilo Varnish Corp. Hotstream Heater Co. Hyatt Bearings Div. Hygrade Sylvania Corp. Independent Pneumatic Tool Ingersoll-Rand Co. Insley Mfg. Corp.

Johns-Manville Co. Joy Mfg. Co. Keasby & Mattison Co. Koehring Co. Lamson & Sessions Co. Landis Tool Co. R. K. LeBlond Machine Tool Co. R. G. LeTourneau, Inc. Lignum-Vitae Products Corp. Lindberg Engineering Co. Link-Belt Co. Locke Insulator Co. Magnus Chemical Co. Manhattan Rubber Mfg. Div. Mason-Neilan Regulator Co. Mattheson Alkali Works Mattison Machine Works Milcor Steel Co. Mono Service Co. Monsanto Chemical Co. Morganite Brush Co. Morse Chain Co. National Automatic Tool Co. National Carbon Co., Inc. National Process Co. Nation Vulcanized Fibre Co. Neptune Meter Co. New England Coke Co. New Jersey Zinc Co. N. Y. Belting & Packing Co. Nicholson File Co. Northern Electric Co., Ltd. Norton Co. Novo Engine Co. Ohio Brass Co.

Owens-Corning Fiberglas Corp. Owens-Illinois Glass Co. Pangborn Corp. Pennsylvania Salt Mfg. Co. Permutit Co. Philadelphia Quartz Co. Pittsburgh Equitable Meter Co. Pittsburgh Reflector Co. Pneumatic Scale Corp., Ltd. Read Machinery Co., Inc. Reeves Pulley Co. Reliance Elec. & Eng. Republic Bank Note Co. Republic Flow Meters Co. Republic Steel Corp. Resmans Prod. & Chem. Co. R. W. Rhoades Metaline Co., Inc. Robins Conveying Belt Co. Rockbestos Products Corp. John A. Roebling's Sons Co. Rotor Tool Co. Joseph T. Ryerson & Son, Inc. SKF Industries, Inc. Sangamo Electric Co. Scott Paper Co. Shepard Mills Crane & Hoist Simonds Saw & Steel Co. Sloan Valve Co. W. W. Sly Mfg. Co. Stanley Works Superheater Co. Surface Combustion Corp. Taylor Instrument Co. Thermoid Co. Thew Shovel Co. Timken-Detroit Axle Co. Timken Roller Bearing Co. Truscon Steel Co. Union Carbide Co. Union Steel Products Co. Unitcast Corp. U. S. Pipe & Foundry Co. U. S. Rubber Co. U. S. Steel Corp. Edward Valve & Mfg. Co. Vickers, Inc. Edward W. Voss Machinery Co. Wagner Electric Corp. Walton Truck Co. Warner & Swasey Co. Waukesha Motor Co. West Disinfecting Co. West. Elec. Instrument Corp. West Penn Power Co. Western Precipitation Corp. Westinghouse Elec. & Mfg. Co. Weyerhaeuser Sales Co. Wheeler Reflector Co. Wickwire Spencer Steel Co. Edwin L. Wiegand Co. Wilson Mechanical Instr. Co. Wiremold Co. Wolverine Tube Co.

## Who finds it pays?

These are some of the 845 companies that sent representatives to the national N. I. A. A. Conference last year . . . to take part in group discussions of marketing problems . . . present case studies . . . and study the advertising methods of industrial leaders.

You are invited to the 18th annual Conference of industrial sales promotion and advertising executives in Detroit next September...to get new ideas and information that will make your 1941 program more effective, more profitable. Write now for details.

International Nickel Co. Irvington Varnish & Res. Co. Johnston & Johnston, Inc. Okonite Co.
Osburn Mfg. Co.
Otis Elevator Co.

18th Annual CONFERENCE and Exposition
National INDUSTRIAL ADVERTISERS Association
SEPT. 18, 19, 20... DETROIT... HOTEL STATLER

York Ice Machinery Corp.

Duff-Norton Mfg. Co.

Thomas A. Edison Co.

Durez Plastics & Chemicals

DuPont Co.

Ex-Cell-O Corp.

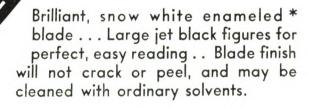


Sensational N E M

NEW

Steel Tape

Rule



To every forward looking jobber and dealer, we recommend the Brite-Blade as Master's finest contribution to hardware. Here is a rule that will arouse the natural approval and desire of ownership in all rule users. From the solid sparkle of quality in the new case to the smooth sliding replaceable blade, it displays the easy handling features of an unquestionably superior rule.

Start making a bigger profit on rules.

#### ORDER NOW!

#306W—6 ft. \$1.25 ea. #306WL—6 ft. with lock \$1.40 ea. \$1.40 ea. #Produced under Keuffel & Esser patent #2,089,209 under which they manufacture their famous "Wyteface"

MASTER RULE MFG. CO., INC.

Dept. 4-A 815 E. 136th St. New York, N. Y.

# The HARDWARE AGE has Moved

" "After 29 years on West 39th Street, the HARDWARE AGE has moved its editorial and executive offices to 100 East 42nd Street—Pershing Square Building. " This new location, just across the street from the Grand Central Station, is in the heart of the uptown office district within easy reach from all transit lines. " We hope that the convenient location will make it possible for you to visit us more often.





TARGO GUN Model 42TR

with Rifle Adapter "Two Guns in One"

.22 cal. bolt action, 8-shot \$

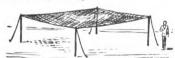
dip repeater, 20" smooth bore barrel with 8" Targo tube fitted. Supplied with No. RA-1 (4") Rifle Adapter interchangeable with Targo tube for shooting 22 cal. short, long and long rifle cartridges. By an ingenious method of rifling, this Adapter converts Targo gun to an accurate rifle as accurate as if barrel were rifled throughout entire length. Thus the Targo Gun is really "2 Guns in 1". Packed in lots of 200 in special LESS THAN breakproof carton developed by

Mossberg. MOSSBERG TARGO NET: Saves "missed" targets. White Twine, size \$595 20'x20' fitted with tie ropes at each cor-

TARGO TARGETS

1 & EACH

ner. Easily set up.



Big consumer publicity and advertising campaign begins in August. YOUR DISTRIBUTOR WILL BE READY TO SUPPLY TARGO PRODUCTS AUGUST 1st

\* Slightly higher west of the Rockies

### 0.F. MOSSBERG & SONS INC.

1607 ST. JOHN ST., NEW HAVEN, CONN.

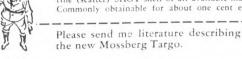
#### TARGO TRAP

RA-1 Rifle Adapter

Fits barrel of Targo gun or almost any single barrel .22 cal. \$\simooth bore or .410 bore shotgun. Weight 14 oz. Rugged, all-steel construction, channeled and ribbed

construction, channeled and mobile for light weight strength. Throwing spring is adjustable and "balanced" to prevent whip or vibration. 5 non-breakable, semi-hard rubber "practice targets" included with each trap.

AMMUNITION: Targo gun uses .22 cal. long rifle (scatter) SHOT shell of all available makes. Commonly obtainable for about one cent each.



V	the new Mossberg Targo.
	E
	ET
CITY	STATE
Му р	rincipal distributor is:



Your advantage in selling Owens-Illinois kitchenware ensembles is that you're offering a woman more than just convenient utensils. In an ensemble you're selling A New Look for her kitchen this spring—the last word in decorating—flashing color—smart design—good construction and the finest lithographed finish that can be obtained—all for a price that even modest incomes can afford.

For instance, the Bouquet pattern above is typical of the high styling and quality workmanship you'll find in all Owens-Illinois patterns. Decorating trends are constantly checked and customer wants are studied to produce timely designs for fast selling and rapid turnover. See our complete line at your jobber's or contact our nearest sales office.

# WENS-ILLINOIS CAN COMPANY

HOUSEWARES DIVISION . TOLEDO

HARDWARE AGE

# Published Every Other Thursday

No. 1

Vol. 146

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IT BECOMES PART OF THE COMMON KNOWLEDGE OF THE HARDWARE TRADE THROUGHOUT THE COUNTRY WHEN POBLISHED IN HARDWARE AGE

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See why time-proved SUPERFEX builds a sounder, more profitable business for you!

SUPERFEX is an established line! Among claims and counter-claims about oil heaters, it's vitally important to choose the right line now, the line that will make you real money. SUPERFEX is that kind of a line. For SUPERFEX has been successfully proved over a 10-year period—is made by Perfection Stove Company, the world's largest builders of oil-burning equipment for the home.

**SUPERFEX is a profitable line!...** A line that's engineered and *proved* to do the heating job the customer wants done. That means more bankable profit for you—because of freedom from costly

pront for you-because of lation worries, servicing "bugs" and installation worries. And SUPERFEX liberalized discount plan is a real money-maker for you!

SUPERFEX is a sound line!... You'll have no "orphan" on your hands with SUPERFEX. It's backed by one of the best-known names in the business—The Perfection Stove Company... is founded on 50 years' experience in building oil-burning equipment for the home.

**SUPERFEX is a complete line!...** with models and prices to meet every merchandising need. Straight radiant heaters—and the "top" line of SUPERFEX Heat-Directors with patented shutters.

We'll gladly show you how Dealers everywhere are enjoying bankable profits with SUPERFEX—show you the sales helps, the national publication and radio advertising that is building sales for SUPERFEX. Write for complete information today—get in this profitable business now!

Don't overlook profit possibilities in Perfection portable heaters. Fast seller, 10 to 12 hours comfort on gallon of kerosene.

PERFECTION STOVE COMPANY 7256-A Platt Avenue • Cleveland, Ohio

## SUPERFEX HEAT-DIRECTOR ... the Sales Leader ... the Feature Leader!



SUPERFEX Heat-Director circulates warmed air — air that flows upward and through connected rooms—like this! Operates with simple dial control—or completely automatic.



superfex Heat-Director's patented shutters—and only SUPERFEX has them—when opened wide, release outward a flood of radiant heat rays, like sun rays, that warm everything they strike! And—warm air continues to circulate.



direct radiant heat rays downward like this — warming the floor naturally, without draft or "blow." If the heating need requires forced circulation of heated air, a quiet, furnace type blower is available.

# SUPERFEX OIL PRODUCTS OF PERFECTION STOVE COMPANY



#### Public Utilities:-

About ten years ago practically every retail hardware convention was greatly exercised over the appliance merchandising activities and policies of the public utilities. Power companies, admittedly interested only in increasing their loads, offered extremely low prices, heavy trade-ins, free merchandise, long terms and the added advantage of collecting payments "conveniently" via the regular collector on his monthly rounds to get payments on electric current. In several states "anti-merchandising" laws were attempted, but with indifferent success. Coincident with this very heated hardware association crusade was an increasingly annoying (to the utilities) clamor for public ownership of utilities -but if TVA is any criterion, public ownership provides worse

merchandising competition than did the public utilities during their period of greatest appliance selling activity. Since that time the subject has been somewhat forgotten in hardware circles, due to a changed situation which embraces either the discontinuance of utility merchandising or a co-operative dealer selling program in which hardware dealers could participate. Most of the cooperative plans were equitable, and my observation is that many hardware dealers have found such programs to their liking. A notable example of utility cooperation, for quite a time, was the program of the Consolidated Edison System Companies serving the greater part of the metropolitan New York area. This utility sponsored and encouraged monthly dealer meetings where demonstration lessons were provided by highly competent factory

men; ran advertising and trade-in campaigns that "played up" the dealers who participated and assisted dealers in their financing of major appliance sales. Display helps were provided, as were service helps. I attended several meetings and was greatly impressed with the help that was being offered and with the apparent harmony that prevailed. But in recent months the entire harmonious cooperative program of Consolidated Edison and the associated dealers has "gone with the wind."

#### "Package Deal":-

This disruption came about when the utility introduced a "package deal" on which dealers could not make a living margin through the cooperative plan and

could not compete at all on "their own." The deal offered the public, in large newspaper advertisements, a de luxe, tank-type vacuum cleaner (list price \$62.50) at \$36.00 plus an old cleaner; an IES six-way floor lamp (list price \$21.90) at \$2.95, and an electric iron (list price \$12.50) at \$1.95. In other words, these items listing at a total of \$96.90 could be bought at retail for a net of \$40.90 plus an old cleaner. Worse than that, the consumer need pay only \$2.45 down and \$2.45 monthly for 17 months. On the time-payment plan a finance charge of \$3.20 was made. According to recent advertising of Consolidated Edison, more than 120,000 families availed themselves of this "package deal," in full or in part. (This offer expired July 1, 1940.)

#### Triple Five:—

The next competitive merchandising attack from this particular utility is an offer on both electric and gas automatic refrigerators. manufactured and branded by 12 leading producers, practically all of the better known makes. In this offer the consumer may buy a refrigerator with a \$5 down payment, get an allowance of \$5 for "your old ice box" and take five years to pay. According to the newspaper advertising, terms may be arranged for "monthly payments as low as \$2.00." This offer is also unsuited, on economic grounds, for hardware dealer participation and, in the scheme of things, no hardware dealer could afford such an arrangement: nor can any hardware dealer accept either this program or the "package deal" as constructive merchandising, nor a bid for continued, harmonious, cooperative utilitydealer programs.

#### NRHA Congress:—

Next week the N.R.H.A. Congress will be held at the New Yorker Hotel in New York City.

It may be to the best interests of attending delegates to again consider the utility merchandising question based on the easily available data that can be obtained on the subject from New York City members, who are expected to be present in large numbers as this is the first N.R.H.A. convention that New York City has ever enjoyed. Perhaps a general survey among state groups should be taken to see if similar competitive conditions exist in other sections or if such tactics are threatened. These merchandising activities, if continued, will surely force hardware dealers in the metropolitan New York area out of the electric appliance business and will serve to make any future utility cooperative offers appear anything but attractive to dealer groups.

#### "Who Makes It?"--

The next issue of HARDWARE AGE will be the Annual Merchandise Directory and Catalog Issue. dated July 25, 1940, and perhaps better known as the "Who Makes It?" Number. This issue provides the names, addresses and trademarks, alphabetically arranged, for an extremely wide line of hard-



ware, tools and related merchandise that is salable through wholesale-retail hardware channels. More than 325 pages of condensed catalogs of leading manufacturers are a major feature of this edition, supplemented by the "Index to Product Information," printed on green paper in front of the book to facilitate buyers seeking data covered in the condensed catalogs. Among the listings are 5,000 main headings or products, more than 10,000 individual manufacturers' names and addresses and, in all, 52,000 listings—all arranged to help save buyers' time and to enable them to quickly locate required data on the many lines incident to hardware distribution. Other important and useful features include tables and charts showing "How to Figure Resale Prices," "How to Figure Stock Turnover," "Net Profits, Cost of Doing Business," "Glossary of Builders' Hardware Terms," etc. This issue is sent to every regular subscriber of HARDWARE AGE and is easily the most useful volume, from any source, that is available to hardware buyers. Watch for your copy! You will find it invaluable throughout the year.

#### We Have Moved:-

On July 1, the executive and editorial offices of HARDWARE AGE were moved to 100 East 42d St., New York City, where, with other publications of the New York unit of Chilton Co., Inc., we occupy the entire fifth floor and part of the fourth floor of the Pershing Square Building. Directly opposite the Grand Central Station on the corner of Park Ave. and East 42d St., our new offices are more centrally located and provide more spacious and more modern facilities. All readers of HARDWARE AGE are, as always, most welcome to visit our headquarters offices. For nearly 30 years we were at 239 West 39th St., in the Times Square district. Come see us in our new home!

HARDWARE AGE
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GINEERS HAVE WORKED TOGETHER FOR YEARS . . . THEY HAVE BEEN RESPONSIBLE FOR MORE THAN A MILLION AIR-COOLED, 4-CYCLE GASOLINE MOTORS.

FULL RANGE OF MODELS % to 5 H. P.

#### STANDARD EQUIPMENT ON

• Lawn Mowers • Tractors, Cultivators • Washing Machines, Milk Coolers • Sprayers, Dusters, Sorters, Conveyors • Grinders, Mixers, Pulverizers, Graders • Pumps, Water Systems, Compressors • Milking Machines, Separators, Chargers • Contractor and Railroad Equipment • Family Boats, Tenders, Scooters and hundreds of other applications.

BRIGGS & STRATTON

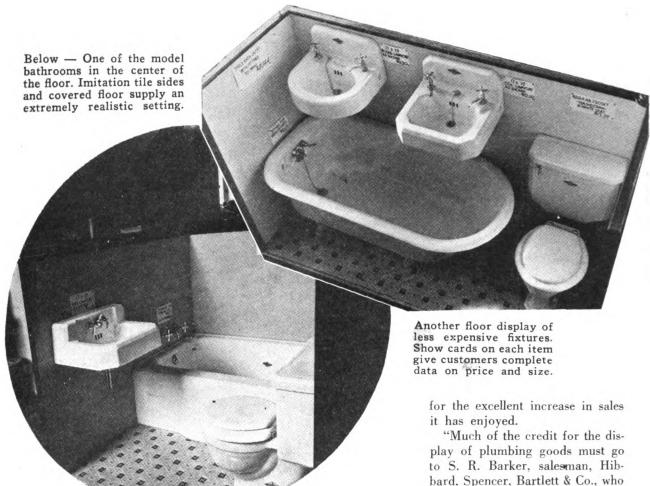
THESE seasoned experts using the finest materials and the most modern plant and equipment facilities manned by skilled workmen, produce Briggs & Stratton motors that are known the world over for dependable, economical and easy starting, trouble-free performance.

That is why machines and equipment powered by Briggs & Stratton do a better job, day after day, at a lower cost.

BRIGGS & STRATTON CORP.
Milwaukee, Wis., U. S. A.

IT'S POWERED RIGHT WHEN IT'S POWERED BY BRIGGS & STRATTON

# Plumbing Sales Doubled



100 PER CENT increase in sales of the plumbing department resulted from a recent modernization of the Hammond Hardware Co.'s store at Kosciusko, Miss., a city of approximately 3500 population. The store was completely remodeled and, while all departments benefited to some extent, the largest gain occurred in the plumbing department according to W. H. Hammond, Jr., an executive of the firm.

Several model bathrooms and floor displays of other plumbing goods were arranged in the new store. Small independent plumbing contractors, who purchase much of their materials from the company, use this display as their salesroom and it helps them get more business. Home owners also find that it aids them in visualizing equipment and bathroom arrangements all of which makes selling easier. The company has operated the plumbing department for many years and makes a great many installations through its own plumbers and helpers. However, the attractive displays in this department are largely responsible "Much of the credit for the display of plumbing goods must go to S. R. Barker, salesman, Hibbard, Spencer, Bartlett & Co., who drew the blueprints and supervised installation of the display," said Mr. Hammond. "We carry a large stock of plumbing goods and maintain a very complete display of this merchandise on the floor. This enables us to render quick service to small contractors and we cooperate with them as far as we can in selling their customers. This has brought additional business to us."

The company enjoys considerable industrial business on valves and large pipe fittings because of the complete stock of plumbing fittings carried. Pipe is threaded and cut for customers by electric machines.

"Plumbing fixtures are advertised extensively, especially those items that are competitive with the mail-order companies. When

## When Store Went Modern

customers find they can purchase this equipment locally, at the same prices as from the mail-order houses, they are perfectly willing to buy other building materials from us," said Mr. Hammond. "Hence we are getting a number of building material jobs from foundation to chimney top."

The entire store was transformed from an old-fashioned establishment into a modern hardware department store in one operation. It required six weeks to finish the job, which was directed by R. C. Briggs, a supervisor, for Hibbard, Spencer, Bartlett & Co., Chicago, Ill. Sidewall fixtures were torn out and new equipment built on the job by local contractors. A new fibre board ceiling, which is decorative as well as an insulation, was installed. Modern

100 per cent increase recorded in this department by Hammond Hardware Co., Kosciusko, Miss. Other departments show gains

lighting fixtures were added and general illumination was increased several times over the previous arrangement.

Sidewall fixtures of modern design, half as high as the old equipment yet having practically the same stock capacity, were used throughout. Silhouetted department signs are used on the tops of the fixtures. Special lighting in the open cases where housewares are shown increases the attention value of these displays. The merchandise also shows up to better



customers to Hammond's and advertises the store as being up-to-date.

Attention is directed to sidewall merchandise by elimination of items on top of fixtures. Tables are in batteries, back to back, and displays are built high to attract attention.

17

advantage under modern conditions.

The left sidewall of the store is devoted to displays of merchandise appealing mainly to women. Table displays along this section also feature dinnerware, enamelware, aluminum ware and other kitchen goods. Merchandise presented on the tables is usually in the form of seasonal goods.

The opposite sidewall fixtures display tools, hardware and other items mainly of interest to men. Panel doors, open cases and ledge displays are modern display features used to advantage in featuring this merchandise. Open cases for tools, sporting goods and steel goods contain special overhead lighting to attract attention to the articles shown.

The model bathrooms and other plumbing goods displays are located at the rear of the store and

both sidewall and center floor spaces are used effectively.

"The money spent for remodeling was the best investment we have ever made," said Mr. Hammond. "We can display 100 per cent more merchandise and do it more effectively. We can wait on more people because our stock is arranged more conveniently, and many customers practically wait on themselves thus saving the time of salespeople.

"Our sales to women have practically doubled in number and it was necessary to employ a saleslady in order to give better service to this trade. We also added to and expanded several housewares departments due to the additional display space secured from the modernization. Any of these benefits alone would justify the expense and cost of bringing the store up to date.

"With the increased display and merchandising facilities of the modern store, it is possible for us to do a better merchandising job than ever before. Our jobber supplies us with an eight-point merchandise service which we follow. Five or six store-wide sales are planned for the year, and we expect to slant our promotions to fit the seasons and take full advantage of holidays and other occasions. Gift business should be much better this year because of this more aggressive selling policy"

A new modernistic front of structural glass was installed in the building to complete the program. Up-to-the-minute window lighting units provide the best in illumination. Display fixtures of a modern design save time in arranging interesting trims that sell additional goods.

### Do You Advertise on the Right Day?

bution of advertising linage and sales of New York City stores by days of the week is presented in an analysis by Charles M. Edwards, Jr., which appeared in the April, 1940, issue of the Journal of Retailing

As shown in Table I, Sunday ranked first among the seven publication days, with 28.1 per cent of the total week's linage in all papers appearing on that day. Wednesday ranked a poor second with 21.2 per cent. Saturday papers carried only I.1 per cent of the week's linage.

#### TABLE I

Distribution of seven stores advertising linage by days of the week (publication days) in the eight major New York city newspapers

Per Cent of Week's Linage by Days 28.1% Sunday 8.8 Monday 11.0 Tuesday ... 21.2 Wednesday 11.2 Thursday 18.6 Friday ... 1.1 Saturday 100.0%

These figures are more revealing when the amounts of linage used in

morning and evening papers on the different publication days are separated, as in Table II. The major portion of the morning paper advertising linage is concentrated in Sunday morning papers. Wednesday ranked second with 15.3 per cent, and Friday third with 11.6 per cent of the morning papers week's linage.

The highest percentages of evening linage are placed on Wednesday and Friday evenings, two evenings which precede two of the

week's highest volume days, Thursday and Saturday.

#### TABLE II

Distribution of advertising linage by days of the week (publication days) in morning and evening papers

,	Per Cent of Week's Linage in Morning Papers	Per Cent of Week's Linage in Evening Papers
Sunday	48.1%	
Monday	6.1	12.7%
Tuesday	8.4	14.7
Wednesday.	15.3	29.4
Thursday .	9.6	13.4
Friday	11.6	28.5
Saturday	0.9	1.3
	100.0%	100.0%

Rearranging the figures to show how stores distribute their linage in terms of the day on which their advertisements sell, Sunday morning advertising and Monday morning advertising are viewed as bringing immediate sales on Monday. All other morning-paper advertising is expected to attract business on the day of publication.

Evening paper advertising is treated as if it produced sales on the following day, with one exception. Saturday-evening advertising is handled as if it brought in Monday business.



# Inventory Control Will Increase Your Profits

Careful buying and a constant check on "on hand" and "on order" items will eventually result in marked increases in volume

By RICHARD G. JUNKER\*

OST dealers think that sales are the thing, but careful buying and a constant check of "on hand" and "on order" items will eventually show marked increases in volume—a more profitable volume—which, after all, is the most pleasing item on the yearly profit and loss sheet.

Now is the time to start eliminating all merchandise not called for more than twice a year, or sell it at a rummage sale and start an air-tight inventory control. Any item that does not have at least a two times turnover a year is costing the dealer money every day he owns it.

It is, however, the object of every retailer to give the customer what he wants when he wants it. Although this, many times, is con-

\*EDITORS' NOTE: The author of this article has had both chain store and independent store experience. He writes from his own experience and his opinion does not necessarily coincide with our own.



fused with the real purposes of the business—to save the customer money and make the dealer a profit. Only by sound, conservative inventory control can these problems be solved.

Hardware dealers would be well rewarded if they dug out the closed purchase order file, reviewed all the items that they purchased and the amount that they purchased, then set them up on the model base stock form (see Fig. 1), and pictured it along with the sales record sheet. Investigating the closed purchase orders will provide accurate figures of the quantities previously ordered. This, when the stock on hand is subtracted, will show exactly what the sales have been for a given period. Then you will have a definite idea about the value of any item in its relationship to the inventory.

The model basic stock list (Fig. 1) would include all items that a dealer could profitably stock, and it classifies their respective saleability as fast sellers, good, medium, fair or poor. Each dealer can determine his own point values to suit his desire (point value being the symbol of demand) only after reviewing the old purchases, because they are instrumental in proving the sales. Then he can classify fast sellers with a "5 rating"; good, "4," and so on, as shown in the point value column in Fig. 1.

A fine example article is a

mouse trap. There is always a demand for that article the country over, while mole traps are more seasonable. Every dealer knows he can't sell mole traps very easily during the winter months. So mouse traps, being in greater demand and fast sellers, too, should carry a point value of 5. Mole traps would probably have a point 3 rating.

Put every article on record as it is shown in Fig. 1. Having all the related items together will simplify things. The left page of the stock record book will be the basic model stock giving the number, description, minimum quantities to keep in stock, price, and point value. The right-hand page is the checking and permanent stock record sheet with corresponding lines and article numbers. This page is the business' story in a nutshell, and, if good results are expected, it must be checked periodically.

#### Every Two Weeks

The counting dates can be scheduled every two weeks, or possibly once a month in smaller stores. Poor selling items will show up prominently and smaller quantities accordingly can be stocked. Then it may be well to eliminate some items from the records entirely, liquidate the stock, and use the proceeds for faster selling merchandise that will not become shopworn and unsalable on the dealer's shelves.

The dealer who will practice this method will always have a greater open to buy margin (the difference after subtracting the gross sales from the present inventory for a given period) that he can exercise to a profitable advantage. And the most inexperienced clerk could intelligently order merchandise after slight acquaintance with the model stock checking list.

This job is not easy. But it is the simplest salvation for any merchant, who can't afford to have a great carry-over, particularly on seasonal merchandise, from one physical inventory to the next.

Nearly all lines and types of hardware are staple goods. Nevertheless, an overstock in any merchandise, staple or perishable, is dangerous and is a direct cause

no	DEL BASE STOCK			SHEET NO.	11
<del></del>			Da	TE March	
Article Number	Description Color Size	Min. Model Stock	Pt.	Selling Price	
	Check during season			FFICE	Price Changes
1509	Spading fork	5	4		
1313	Souding fork	6	5	.85	
4211	Eclipse hoe	4	8	1.60	
4010	C.I.hoe	5	2	.58	
4023	Master hoe	6	5	.95	
1747	Heavy cost garden rake	4	4	1.10	
1742	Rigid braced rake	10	5	.79	
1818	Garden weeder & attachments	4	4	4.00	
1827	* plow " "	6	5	3,95	
1829	п п н н	6	5	2.98	
92431	Garden plow(special promotion)	One	time	buy	
2763	4 tine fork	6	5	1.55	sell at \$2.50
2760	5 " "	4	5	1.79	
2755	3 * pitchfork	8	5	1.15	
4563	"D"handle straw fork	1	2		2ml 0 d 6.6
4503	SHOVELS		2	2.05	mk. Oom to 12
955-4	Short bit tile spade	2	5	1.40	
8742	Reg.heavy tile spade	8	4	1.69	
6703	Flat spade	5	4	.95	
6649	Gravel scoop	4	5	1.19	
6628	Long handle gravel scoop	3	4	.98	
6626	n n n	2	2	1.90	
2556	#10 scoop	2	5	1.55	
2551	#12	4	5	1.70	

Fig. 1-Model base stock and stock

in most cases of decreased yearly profits. Following the procedure outlined in this article has enabled a great chain firm to beat the figures of some record years. What this system has done for them it will also do for the individual.

Today, when competition makes each dealer utilize every effort toward promotion of any merchandising plan, a good merchant cannot afford to cripple the effect of promotion by poor selection of merchandise, buying unproportionately and poor timing in the ordering of seasonable stock.

The common fault of most merchants is the failure to recognize quickly an overstock condition on a bad buy. They usually believe that the items will move in 30 or 60 days. When that time has passed, the merchandise is still found sitting on a shelf. The wide awake dealer will immediately take steps to liquidate such merchan-

dise through the medium of markdown and special promotion. But beware of mark-downs, which destroy the profit although they may increase the volume.

To say "mark-down" does not merely mean changing numbers on the price tag of an article. In a deeper sense it means the change of the inventory. Although after a mark-down is put in force, a dealer does not own as much in dollars and cents as he did, he still has the same amount of goods. Hence, if an article owned at a dollar is marked down to 79 cents, the record of the change in price must be kept for computing the exact inventory for a definite period, since the merchant still has the article, and owns it at 21 cents less. This same medium must be used when a 10-cent paring knife is given to induce a customer to buy an expensive electric iron.

Any old ledger can be used for

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426 8	E	3	F	+	+	+	+	$\pm$	$\pm$	}	-E	_	F	7	+	7	_
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D Indicates quantities to be ordered. record checking and sales sheet.

mark-downs. A printed form made along the same outline as Fig. 2, however, would save a lot of costly time and be a permanent record. All that is necessary on the markdown form is the date, quantity of the articles and the amount the price was decreased on each. Simple addition and multiplication will give the entire mark-down to be subtracted from the inventory as of that date.

Many hardware dealers have more items on their shelves and in their bins that are over one year old than current merchandise purchased in the last six months. That kind of merchant has learned the back-seat art of merchandising, and had better exercise the markdown strenuously to rid his valuable space of the "X" stock.

Not all price trends are downward, however. By watching the market, wise promoters will markup genuine, current merchandise

at every opportunity. But their profit will only be on paper until the items marked up are sold. To do this, follow the same example as marking down the items. There

is a column supplied in the form shown in Fig. 2, for mark-ups. The difference in the mark-up process is that the inventory is increased and, therefore, should occupy a separate page in the markup and mark-down ledger to expedite handling.

#### How It Works

The model stock list checked a week ago. There are so many items at so much each. We multiply and add and arrive at a sum of \$3,700. Our sales for the week were \$400, so we subtract that amount which leaves a balance of \$3,300. There was \$876 worth of merchandise ordered a week ago, but only \$370 worth was received as of today. This we add to our last balance and find that the answer is \$3,670. The next operation is to check the mark-ups and mark-downs. Here we find that we took \$35 in markups-so we add to the inventory and get \$3,705. We remember to subtract our mark-downs, which were \$17. And when we do, we find that \$3,688 is our actual inventory right now! Simple, isn't

Using the checking list will magnify all the laggard items, and the dealer's job, after he knows, will be that of weeding them out. He has a definite gage to tell him what his particular customers want, one which will enable him to get a most satisfactory stock turn of about five times a year.

MAR		НАЯ						RE	NUME	ER	5455					
DAY OF	ARTICLE		ITEM		UNIT SE					OUNT OF	QUAN-		TOT		L	
MONTH	NUMBER			RCD	01			ew			TITY	Mark-Up		Mark-Dow		
_16_	4563	D. Hel.	Straw Fork	1/37	2	06	7	10		35	3		T		05	
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Fig. 2—Handy mark-up and mark-down form.

Outboard motors, boat cushions, canoes, boating attire and accessories are in this section.



## The Marine Department

ATERING to boating enthusiasts of all types and to the man whose activities as a "skipper" are confined to making

scale models of sail or power craft has attracted men and boys of all ages and of varied income groups to the store of Clapp & Treat, Inc.,



Merritt W. Treat watches a mechanic inspecting and adjusting an outboard motor in the store's demonstration and testing tank.

Hartford, Conn. Frequent newspaper advertising, a marine catalog, extensive second floor displays of equipment for boating, camping and other sports are factors which help the firm do a good business in outboard motorboats, outboard motors, canoes and various boating accessories. Facilities for testing and demonstrating outboard motors in the store itself and the offering of trade-in allowances on used outboard motors are other aids to sales.

The store stocks and offers for sale Government Aids to Navigation, which, according to Merritt Treat, "brings in everybody from a ten-dollar-a-week clerk to millionaire boatmen." The department's catalog of marine hardware and other equipment, the main portion of which is supplied by a large manufacturer of such equipment, lists marine paints, painting necessities, life preservers, out-

HARDWARE AGE

board motors, outboard motor boats, canoes, yachting chairs and any number of items for both large and small power and sail boats. This catalog is given out at the store only to really interested persons who are working on their boats or seeking new equipment. From time to time, in season, reminder cards are sent out to prospects for the sale of outboard motors, etc. Personal follow-ups are made on leads furnished by manufacturers of equipment sold by the store.

At one time demonstrations of new outboard motors and checkups on used motors being accepted for trade-ins or taken in for repair work had to be made at a dock on the river. For several years now the store has used a tank, having a free flow of fresh water, right on the second floor for demonstrations and check-ups. Above the tank is a duct to remove exhaust fumes from the motors. This timesaving equipment permits salesmen to show buyers of outboard equipment the proper operation of the units. Motors and boats are hoisted into the store and removed from the second floor display room by means of a special hoist, enabling quick handling of such equipment. A full time repair man makes repairs right on the store premises.

Says Mr. Treat as to the tradein angle, "When a fellow wants to trade an old motor we test it in the tank to see if it is as good as he says it is." In some instances the store accepts used boats on a trade-in basis. While most outboard motorboat owners will bring in their motors when in need of repairs, the store will pick up and deliver repair jobs.

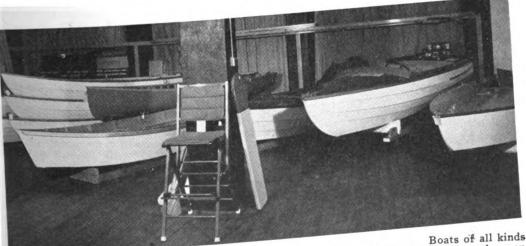
Selling the power boat enthusiast provides a good market for a wide variety of equipment. Some of the equipment offered by the store, besides boats, canoes and motors, includes fire extinguishers, yachting cushions, yachting caps, life preservers, portable cook stoves, pumps, mooring buoys, horns, bells, rope, deck chairs, sails for sailing canoes, etc. All of this equipment and many other boating needs are displayed on the second floor, in season, together with such high units of sale as radio compasses.

Typical of the store's early in (Continued on page 71)

## Has the Situation in Hand



Clapp & Treat, Inc. of Hartford, Conn., makes customers out of the local boating enthusiasts regardless of age or income



are shown here. The racks seen in the background hold sails and masts.

# EAST-TO-SEE Security Terrange SEE To The Security Terrange To The

# To Help You

#### Manufacturers Offer

Thermometer Display Package—An attractive silver and blue counter display box developed by Precision Products Co., Waltham, Mass., shows the "Easy-To-See" outdoor thermometer. Display box together with window trim is furnished free with orders of one dozen or more.





Self-Service .Merchandiser—Snapit, new self-service merchandiser developed by the Marks Products Co., Brooklyn, N. Y., is a complete electrical department in itself. Stand, holding three counter sections, 26 in. wide by 17 in. deep, is given free with each purchase of three counter sections. Display is 53 in. high, made of steel, and finished in attractive colors.

Colorful Selling Aid for Ranges—The Sales Pointer is a clever and colorful selling aid developed by Edison General Electric Co., Chicago, Ill., for Hotpoint electric range retailers. It is made of heavy cardboard, printed in two colors, and is designed to lie flat on the right hand work surface of the range. Each page points out and graphically describes a different Hotpoint electric range feature. It is immensely helpful to floor salesmen in telling the complete, consecutive sales story on the Hotpoint electric range.



New Display Helps—These rugged, vigorous types of men in overalls are featured in the new duPont window displays brilliantly lithographed in ful! color. This material is now available to dealers of the E. I. duPont de Nemours & Co., Wilmington, Del. These display pieces will make a strong appeal to the professional painters who are big buyers of prepared paints.

## Sell More Goods

These Display Helps



Kitchen Cutlery Display Card — A modernistic display card with royal blue background and white lettering shows to advantage the rosewood handle kitchen cutlery of Landers, Frary & Clark, New Britain, Conn. Card can be used either on counters or in windows. Pull drawer compartments in rear hold surplus stock.



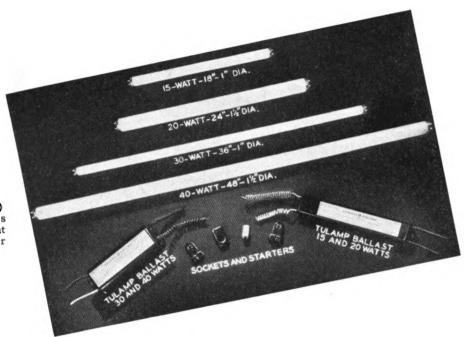
Penlight Sales-Stimulator—An alluring Petty drawing serves as a sales aid for the new penlight and snaplight displays developed by the Burgess Battery Co., Freeport, Ill. The display is colorful and can be used on both counters and in windows to decided advantage.

New Radio Merchandiser—Nine table model radios can be shown in this display unit developed by Sentinel Radio Corp., Evanston, Ill., to merchandise its new, popular-priced 1941 line. It requires less than 3 sq. it. of floor space. Attention is secured by the harmonizing gold and blue color scheme plus a strong "Listen - Before - You - Vote" placard. All sets can be connected and demonstrated in the stand. Display can be used as center piece of department about which other Sentinel models can be grouped.



Sharpening Stone Displayers—Three attractive counter or window display cards showing several types of sharpening stones are available from Behr-Manning Corp., Division of Norton Company, Troy, N. Y. Displays are colorful and will secure immediate attention. All show a wide range of products and price. Each displayer is furnished with an assortment of the items shown.





Mazda F (fluorescent)
lamps and various types
of auxiliary equipment
which are required for
their operation.

# FLUORESCENT LIGHTING

HE Mazda F (fluorescent) lamps open new avenues to more effective merchandising. They possess a number of outstanding advantages that make this possible.

- . 1. Produce light of daylight color quality.
- 2. Produce colored light at surprisingly high efficiencies.
- 3. Adaptable to modern designs of fixtures and built-in lighting.
- 4. Permit higher levels of lighting with the existing wiring pro-

By DEAN M. WARREN

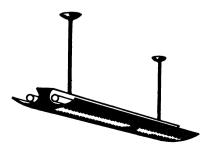
General Electric Company,
Nela Park Engineering Department,
Cleveland, Ohio

viding power factor correcting equipment is used at the lamp.

5. Produce cooler illumination—an important factor in obtaining high level lighting with comfort.

First consider the matter of color quality. The ability of the

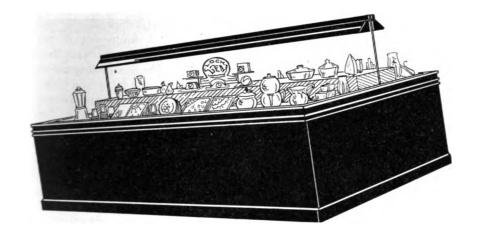
lamps to produce artificial daylight is not as important in merchandising hardware and related items as it is in the merchandising of dress goods for instance, where color quality plays an important role in showing the materials in their true color. However, the dis-







The shape of the fluorescent lamp permits suspended fixtures to be used in a variety of differ-



Emphasis may be given to island displays by using the lamp in the special type of equipment illustrated.



Here's the way in which this new type of illumination may be used in your own stores

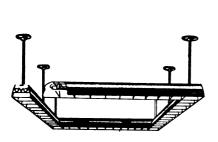
tinctive color of the daylight lamp makes this source ideal for use in the lighting of niches and other displays. The resulting color contrast provides the eye appeal which is all important in effective merchandising.

Little imagination is required to

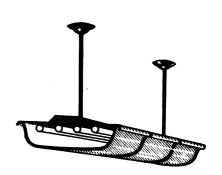
picture the many places in the store where colored light can be used effectively, now that it is finally available in abundance. Color for backgrounds and atmosphere in the show window. Color for niches and luminous elements within the store. Color for beauty and for zest. Color that will relieve the monotony of much of the present lighting and satisfy the aesthetic sense at the same time that it creates sales.

The slimness of the lamps makes them ideal for many applications. They can be concealed in many restricted places and used in such relatively small spaces as coves, built-in recesses and translucent architectural elements.

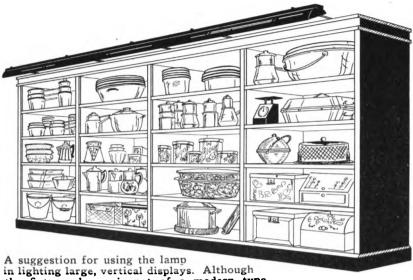
As to using the lamps to increase the illumination from exist-







ent patterns. Varying proportions of light may be directed either up or down as may be needed.



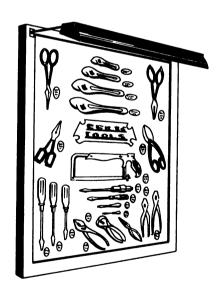
in lighting large, vertical displays. Although the fixture shown is not of a modern type, the illumination possibilities may be easily realized.

ing wiring, an installation in our own offices shows what can be done. The building in question was erected in 1913 and wired for 2 watts per sq. ft. with \(^3\fmathcar{4}\)-in. conduit (imbedded in concrete) carrying one circuit per four outlets. The first relighting, done in 1923, improved this to 5 watts per sq. ft. (300 watts per outlet) providing 15 to 20 footcandles and this has been the maximum that could be pulled into these outlets.

The new fluorescent installation utilizes the same wiring, provides 50 footcandles in service and consists of six four-lamp louvered units. The lamps are the 40-watt Mazda F and with their ballasts consume about 50 watts. Hence, a four-lamp fixture requires 200 watts and with six units there is an overall of 1200 watts per room which is exactly the same as with the incandescent filament system.

Lastly there is the matter of cooler footcandles. Actually the radiant heat from these lamps is only one-quarter that of filament lamps for equal footcandles, which means that adequate lighting can now be provided without the discomfort from heat formerly associated with high footcandles. So often on summer days filament systems are turned off in an effort to keep the store cooler. The result is a dark gloomy interior that is anything but inviting to customers. Because of the very great reduction of radiant heat the fluorescent lamps solve this bothersome problem. Then, too, if the daylight lamp is employed there is an added gain in comfort in that it appears psychologically cooler.

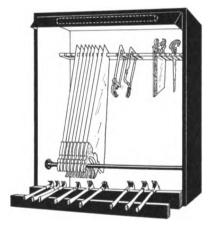
The lamps are of the electric discharge type, employing mercury vapor as the medium for maintaining the arc. They convert



invisible ultraviolet energy, produced by the arc, into visible light through the medium of the fluorescent powders which coat the inner surface of the bulb.

The lamps are tubular in shape, as can be seen from the accompanying illustration, and at the present time are made in four wattages, four lengths, two diameters and seven colors, daylight, white, red, blue, green, pink and gold.

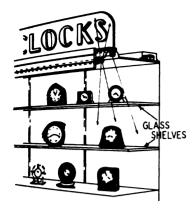
In common with all electric discharge lamps the Mazda F lamps must have auxiliary control equipment to operate. Specifically designed control equipment is required for each wattage, each frequency (the lamps are designed to operate on 50 and 60 cycle a-c circuits) and each voltage range. This equipment is available for operating either a single lamp or two lamps, the latter being designated as the Tulamp ballast. Both correct power factor to better than 90 per cent and thereby permit maximum utilization of the wiring. For the 30- and 40-watt lamps the Tulamp ballasts are more economical than individual ones for each lamp and in addition they make it possible to reduce flicker by causing the two lamps to operate out of phase with each other so that the fluctuation in the light becomes comparable



The fluorescent lamp, because of its slim shape, is well adapted for lighting all types of displays. Here are two examples. Where glass shelving is employed, these lamps, placed as illustrated, can do a two-fold job of lighting merchandise and sign.

to that of low-wattage filament lamps.

The lamps are designed to give their best all-around performance within the specified voltage range. Lowering the voltage will not necessarily increase the life of the lamp as is the case with filament lamps but excessive voltage will



When glass shelving is used the lamps, placed as illustrated, can do a two-fold job of lighting both the merchandise and sign.

cause a shortening of life. For the present it appears that from a life standpoint the lamps should not be operated at less than 105 (210) or more than 125 (250), and wherever possible the lamps should be burned within the recommended range of 110 to 125 (220-250) volts.

In general, these lamps lose their usefulness because of decrease in light output before they fail. The rate of depreciation in light output diminishes throughout life; the first 100 hours produce about as much darkening as the following 1000 hours.

During about the first 100 hours of operation the light output from these lamps drops rapidly, often as much as 10 per cent. For this reason output ratings on the Mazda F lamp are based on readings taken after this initial loss has occurred. Since the output from new lamps is considerably greater than published values, footcandle readings taken shortly after making a complete installation of the new lamps may be somewhat higher than the illumination level designed.

The lamps are being used as store illuminants for providing both the general lighting and the supplementary lighting. As the general light source they can be used in ceiling mounted equipment, in pendant equipment and in equipment designated as "troffers." The latter is the outgrowth of applying fluorescent lamps to coffer lighting, and of fluorescent lighting to areas with acoustically-treated ceilings. This latter system

has many good points to recommend it, but, like most things, it also has its bad features. For example, such a system is not dependent upon the reflection factor of the ceiling. It presents a modern appearance. It has a relatively high utilization of the light. The troffers may be so designed as to be interchangeable with the acoustical tile, thus achieving flexibility. On the other side of the ledger are these considerations: There is a large reflector area to maintain although this is offset somewhat by better depreciation characteristics of this form of lighting. There is a brightness contrast between the ceiling and the lamp. With a light colored floor covering, however, this is much reduced because some of the light is reflected back to the ceiling, thus relieving this contrast.

#### New Equipments

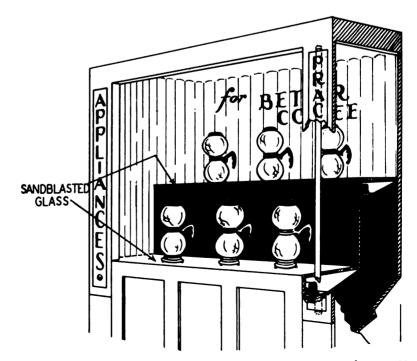
Within the past months there have been a number of new equipments developed for general lighting with these lamps. Some of these equipments have the lamps shielded from view by completely surrounding them by glass, others employ louvers to eliminate glare and thus improve the quality of the lighting. Whether or not pendant mounted equipment or ceil-

ing mounted equipment is employed will depend on personal preference. Both can do an excellent lighting job.

The general lighting is really the base lighting. It is the first essential. Effective merchandising demands, however, that "emphasis lighting," or supplementary as it is termed, be added to give the desired sales emphasis. Here again the Mazda F lamp can be effectively used to provide this specific lighting.

Open table displays can be given emphasis by means of special supplementary lighting. The accompanying illustration suggests one method for an island table. Where the table is against the wall, a similar unit attached to the side of the table can be employed. Another method is to employ special fluorescent equipment and suspend this from the ceiling directly over the counters. Normally the units are hung 70 in. from the floor. By hanging the unit at this height more light is placed on the table than would be obtained at a relatively high mounting and this is desirable from the standpoint of quick and easy seeing. The lamps should be spaced no more than 6 ft. apart to insure reasonably uniform lighting.

It has been said that merchants



Dark backgrounds should be used with glassware where the source of illumination is located in a position like that shown above.

pay their bills from the sale of items that the customer came in specifically to buy, but that the real profit came in the sale of those things which the customer didn't intend buying when he came into the store. Invitingly displayed tools are examples of the displays worthy of lighting for profit's sake. In order to utilize the light to its fullest extent, the lamp should be provided with a proper reflector such as illustrated in the sketch.

Another form of display that I have noticed in hardware stores is the niche. One display recently seen showed a variety of saws and, as the sketch illustrates, this can be lighted by a bare fluorescent lamp.

#### Billboard Type

Frequently an entire wall may be utilized for the display of a variety of items with these items being placed in recesses of sufficient depth to accommodate the items displayed. Effective lighting can be provided for this in much the same manner as billboards are lighted. There are special fluorescent equipments available for lighting these vertical displays and the equipment is placed as the accompanying sketch suggests.

Another use for the fluorescent lamp is in the display of paints. If the white Mazda F lamp is used for the general lighting then a local unit, equipped with a daylight fluorescent lamp should be employed to enable the customer to see the exact coloring of the outdoor paints.

Luminous glass shelves lighted by fluorescent lamps win immediate attention because they have real eye appeal. An example is the illustration showing the glass coffee makers. It is lighted from below by means of daylight fluorescent lamps, but the glass appears much more luminous when a dark background is applied. The art of display depends not only on the lighting but on the backgrounds selected.

#### The Question of Cost

With each new lighting development there arises the question of



READ THE LABELS ON ALL PRODUCTS, THEY'RE FULL OF GOOD SELLING HINTS

cost. The cost of illumination is made up of two items: (1) the cost of owning an installation, and (2) the cost of operating the installation. Owning cost is made up of amortization—initial charges, interest on investment, taxes, insurance and maintenance. Operating cost comprises the cost of lamp replacements and the cost of energy.

In figuring the owning cost of an installation, the life of the installation is taken as six years. Lighting progress is so rapid today that nearly any installation can be profitably replaced at the end of this time. With six-year amortization the annual owning cost becomes 25 per cent with the breakdown as follows—Depreciation 16.6 per cent, Interest on half the investment 3 per cent, Taxes, insurance, and maintenance, 5 per cent.

#### Determining Cost

Using the procedure illustrated at the bottom of the page, the cost per footcandle per year can be determined. Wiring costs are not included in the calculations because they differ with local conditions

The costs are average ones and may not apply exactly in a specific community. But by using the general method, anyone can make his own economic studies of both filament and fluorescent lighting.

The introduction of any new light source has always resulted in some confusion as to its proper application. This has been true of the Mazda F lamp. The lamp produces colored light and daylight economically, which the filament lamp cannot do; it produces cooler light and is a source of extended area and low brightness. These characteristics make the lamp suitable for many uses in the hardware store.

#### Cost per Footcandle per Year

By adding the yearly owning cost, yearly lamp cost and yearly energy cost and dividing by the footcandles provided, the cost per footcandle per year is obtained.

As an example, let us assume that six units are required to light the store to 50 footcandles.

Six 4-lamp units @ \$35 = \$210.00 Write off 25% per year Yearly owning cost \$52.50 Using the above formula to obtain the yearly lamp cost gives the following:

 $\frac{24 \text{ lamps x } 1.90 \text{ list x } .70 \text{ net x } 2000}{2500} = \$26.00$ To find the yearly energy cost (3c. per KWH assumed)  $\frac{6 \text{ units x } 200 \text{ watts (including auxiliaries) x } 3c. \text{ x } 2000 \text{ hours}}{1000} = \$72.00$ Cost per footcandle per year =  $\frac{\$52.50 + \$26.00 + \$72.00}{50 \text{ footcandles}} = \$3.00$ 

Bridgeport, Conn.

# DEALER Remington LETTER

1948

"Old Hank Nearly Boiled Over..."



The story of hot-tempered Hank appears in a forthcoming Remington ad on the Model 31 pump action shotgun. We won't spoil it for you by telling the story now. But we do want to remind you of the tremendous enthusiasm for the Model 31 among guides like Old Hank and experienced shooters everywhere.

These men have always favored the Model 31 because of its reliability, its short, velvety smooth action, and its simple and rugged construction. These old timers have a tremendous influence on new and less experienced hunters. Maybe that's one reason why the Model 31 is such a favorite for all forms of shotgun shooting, from trap and skeet to the fields and the duck blind.

### Something like selling dogs

If we weren't in our present business, we'd envy the people who raise and sell dogs. Because that must be a pleasant business to be in. You know that every dog you sell makes someone's life a little happier.

Our business is something like that, too. Lots of people feel almost the same way about a favorite gun as they do about their dog. And we know they get a lot of pleasure out of owning and using a good gun. But if that cherished gun should lose its accuracy, they feel as let down as if they discovered a hidden weakness in a close friend.

That's why we're so proud of our Kleanbore\* ammunition. We know that the accuracy of any rifle in which Kleanbore .22's are fired exclusively will not be spoiled by rust or corrosion in the barrel. We know, too, that Kleanbore .22's have the power, accuracy and dependability that adds to the pleasure of shooting.

A Remington Dealer Letter with a timely message for you will appear on this page—in each issue. WATCH

UNOFFICIAL SALES CLERKS



#### People Are Still Talking About This Ad!



When this advertisement first appeared over a year ago, it created a wave of enthusiasm among shooters and dealers.

And people still remember it and comment on it. We are still receiving requests for literature with the "key number" which identifies them as coming from this ad! We're trying to make all our ads do as effective a job as this one did.

#### **BIG TURKEY SHOOT** HELD AT AKRON



AKRON, Ohio-July, 1870-Outstanding feature of the recent turkey shoot held on McGinnis' meadow was the phenomenal performance of a new kind of rifle and ammunition—a breech-loading rifle made by Remington to shoot the sensational new metallic cartridges!

Yes, that date is correct!

The first successful large scale manufacture of metallic cartridges in the U.S. began in 1869, and a breech-loading rifle to handle the new ammu-nition followed shortly. Other basic advantages followed in quick order—the first center fire ammunition—first paper shot shells—the Remington-Lee bolt action rifle (grandfather of present day bolt action) — and many others. Since we've had such good

results in the past from research, you can bet your bot-tom dollar that we still continue it-still trying to make even better products than the best we've got now.

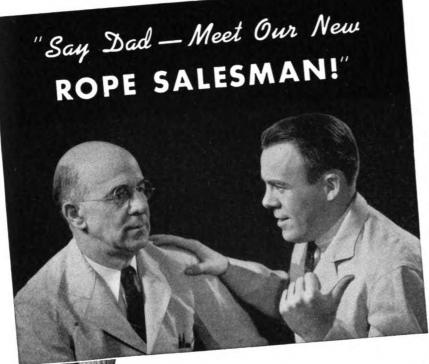
#### CORE-LOKT\* Feature Now in Both Soft Point and Mushroom Bullets

Since the announcement of the Core-Lokt mushroom bullet last year, big game hunters everywhere have been loud in their praise of its performance. Now the Core-Lokt feature is available to meet the demands of those who prefer the soft point bullet for big and medium game.

The new Core-Lokt soft point bullets are available in 14 popular sizes.



\* Kleanbore is Reg. U. S. Pat. Off.; Core-Lokt is a trade mark of Remington Arms Co., Inc., Bridgeport, Conn.

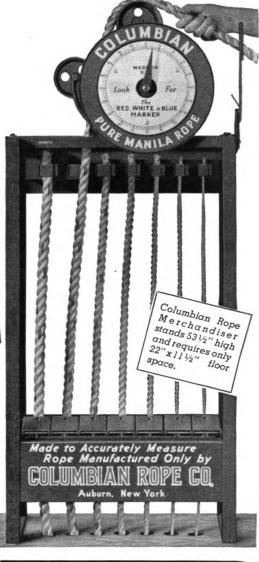




\*\*AND here's why Dad. Just look at the features of this Columbian Rope Merchandiser . . .

"It holds seven sizes of rope which is stored in the basement and pulled up through the floor into the display unit.

"It lets our customers see and feel the rope they buy, and helps them to determine the sizes they want.



Get this attractive, tireless "salesman" for your store...let the Columbian Rope Merchandiser help you sell more rope, quickly, accurately. See your jobber today for full information.

"It's easy to measure rope accurately on this machine. The large dial is as easy to read as a gas-pump dial.

"Over a period of five years, Columbian Merchandisers have demonstrated their great value to Hardware Dealers.

"Over 1,000 machines are now in use by Retail Dealers.

"I'm all for it, Dad. It's a salesman that will never let us down."

#### COLUMBIAN ROPE COMPANY

Auburn, "The Cordage City," N. Y.



COLUMBIAN TAPE-MARKED ROPE

Digitized by Google

WHITE-

# Step Up Your Mid-Summer Volume Now!

HARDWARE AGE Original Window Display IDEAS



#### Outside Painting Window

Merchandise: House paint, and trim, porch paint, barn paint, cement paint, shingle stain, white lead, aluminum paint, roof paint, linseed oil, turpentine, paint brushes of all kinds, wire brushes, scrapers.

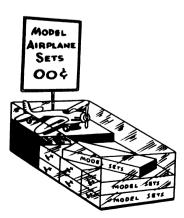
Backgroud: Green and white corrugated board or wallboard painted.

Cut-out letters of same material.

Suggested Interior Displays: For platform—arrange mass displays of house paint in spot displays.

LGGRESSIVE promotion is essential in order to maintain mid-summer sales volume. Sales of various types can be used at this time to reduce seasonal stocks, build traffic and publicize the store. All of this effort will stimulate and continue the inlerest of the customer in the store at a time when individuals usually are interested in outdoor activities and refrain from purchasing.

Price is an important factor in the consumer's mind these days. Most of them look for slightly higher prices on all merchandise in the future. Opportunities to save money, therefore, will be sure to interest them and many pur-

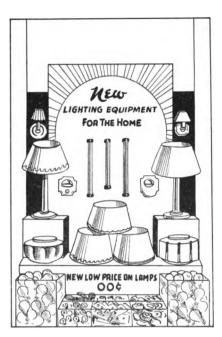


Show popular selling model airplane construction kits near to the tool department.

chases will be made at this time which might be delayed for another year or season. Naturally stressing the possibilities of higher prices will be an important factor in influencing these customers to buy now.

Reducing stocks of seasonal merchandise is an important job that must be done so that fall merchandise can be paid for promptly and inventory maintained at a proper ratio. Sales to reduce seasonal stocks are justified and often produce additional business on the line.

Maintenance of store traffic during the mid-summer months is a problem. It can be solved simply



#### Lighting Equipment Window

Merchandise: Lamp bulbs, fluorescent tubes, pin-up lamps, stand lamps, wall fixtures, kitchen fixture, bath lighting fixtures, electrical supplies, sockets, fuse plugs, plugs, switches, extension cords.

Background: Light yellow and dark yellow corrugated board or wallboard. Red cut-out letters.

by making it worth the customer's while to buy things now. Keep the store as cool as possible. Few hardware merchants are in position to install the large equipment necessary to completely air-condition an entire store. Nevertheless, it is possible to keep-the doors closed and to use fans to circulate cool air from the basement of the store throughout the first floor. Where this is done capitalize on it

by stating the fact that it is cool inside on streamers on the doors and in windows.

Dealers located in communities where summer people are an important addition can stimulate considerable business on housewares, gift goods, and gadget items. Complete stocks and wide assortments are very necessary to capture a share of this trade.

Some of the window displays should show merchandise to be used in the early fall. Suggest work that must be done early and stress the advantages of arranging for this at once. Displays of this type need not be as complete as displays in the heart of the season. Small individual windows or large windows divided into sections will enable a merchant to show more lines.

Windows during these very warm months should use cool colors in the backgrounds. People like to forget about disagreeable temperatures and the windows should suggest relief from this situation.

Do not overlook sales possibilities in toys and wheeled goods lines during these months. Children will be out in the open and many of these items will be in use. Replacements must be made and adequate interior displays of this merchandise will bring unexpected results.

A clean, neat store is a great influence in making people buy. Sometimes it is a problem to keep the store at its best when employees are away on vacations. It will pay to hire a cleaning woman



#### Tool Window

Merchandise: Model airplane building sets, auger bits, drill bits, wood chisels, screw drivers, auto matic drill and screw driver, rules, tapes, coping saws, blades, trisquares, bevel squares, saws, pliers, sharpening stones, gauges, pocket knives, sandpaper.

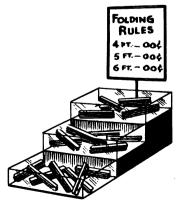
Background: Panel of light green corrugated board or wall-board. Cut-out letters of dark green. Panels for tool samples.

Suggested Interior Displays: For tables—mass displays of popular selling screw drivers and folding rules.

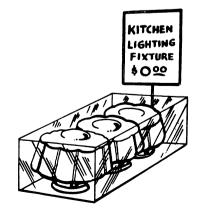
or girl for this purpose during this time of the year. The cost would not be great, the shorthanded sales force would not be handicapped, and the store would continue to possess that wellgroomed appearance so necessary to the modern establishment.



Several sizes of popular-priced screw drivers can be featured by using step-up display fixture.



Sell more folding rules by arranging mass displays in this manner on ends of tables.



Increase sales by showing kitchen lighting fixtures that can be installed by the home owner.

HARDWARE AGE
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# FLORENCE ANNOUNCES THE NEW DRIVEN-AIRE

## TWO SENSATIONAL NEW OIL HEATERS WITH ELECTRIC HEAT DRIVER!

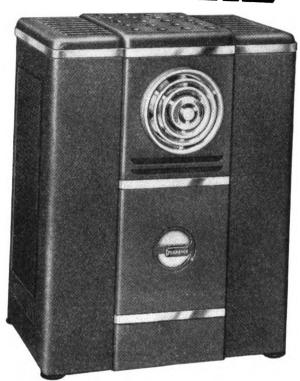
Load your big guns with this sure-fire ammunition for Heater Sales—bigger sales than ever this year! Because Florence engineering is giving you "Driven-aire"!

"Driven-aire" brings you a sensational heating development to sell. Your customers are going to want these new heaters with electrically powered rotor units-for "heat that gets around"-for forced circulation that means comfort in every room in the house!

Decide now to cash in on your share of this Big Heater Business.



SLEEVE-TYPE - CH925. Two 9' sleeve-type burners. Humidifier. Finished in gleaming brown porcelain and contrasting Crystone.



POT-TYPE - PC825. Two 8' pot-type burners. Humidifier. Finished in gleaming brown porcelain and contrasting Crystone.

"HEAT THAT GETS AROUND" specially designed rotor and grille give sprayed beat-promote constant circulation of warmed air.

#### BACKED BY THE WORLD'S GREATEST LINE

In addition to "Driven-aire" models, Florence offers you 29 other spectacular Heaters—the most complete heater line ever presented! There's a model for every need—a price for every budget.

#### **CERTIFIED HEATER FACTS**

The Florence system of tagging every heater with a Facts Tag is one of the biggest helps to better sales and profits any heater line has ever offered you! Let it work for you!

FLORENCE STOVE COMPANY General Offices and Plant, Gardner, Mass.; Western Offices and Plant, Kankakee, Ill.; Sales Offices: 1458 Merchandise Mart, Chicago; 45 E. 17th Street, New York; 53 Alabama Street, S. W., Atlanta; 301 N. Market Street, Dallas; and 2730 16th Street, San Francisco.

# FLORENCE OIL HEATE

WORLD'S GREATEST LINE . TAGGED WITH CERTIFIED HEATER FACTS

JULY 11, 1940

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## What Sporting Goods Mean

By DOM A. CIVITELLO\*



DOM A. CIVITELLO

Mr. Civitello, in addition to his duties as manager of the Thomson-Diggs' sporting goods' department, has made a reputation for himself for his leadership in promoting winter sports in many California communities. As chairman of the winter sports committee of the Sacramento Valley Council of the State Chamber of Commerce, he has successfully spread the idea to the profit of many California business men. It has since become one of California's major industries. In the Sacramento Valley alone winter sports in 1936 accounted for \$2,000,000 trade for that season. Mr. Civitello is the author of many newspaper articles on this subject and to him may be attributed the California winter sports' boom.

LHE interest in sports and sporting goods has tripled in the past 25 years and the hardware store has become one of the most important factors in the distribution of this type of merchandise. School gymnasiums, public playgrounds, fishing and hunting resorts, golf courses, and organized sports of all kinds have developed and multiplied until today everyone is sport-conscious. The automobile and good roads, shorter hours and fewer working days have contributed to getting people out of doors and into sports' activities.

But what has the future in store for your sporting goods' department? What sort of program can you develop in order to build your sporting goods' business not only in dollars and cents but also in repeat store traffic?

Assuming that your sporting goods' department is fairly well stocked and includes not only school equipment and golf clubs, but also guns, ammunition, fishing tackle, tennis rackets, baseball

bats, gloves, and balls, etc., the next requisite is a responsible head for the department. He need not necessarily have highly specialized knowledge but he should be better posted about sporting goods than the rest of your salespeople.

#### Building Confidence

Another important point in a successful sporting goods' program is building confidence in yourself in your sales force and your customers as a merchandiser of sporting goods. Confidence builds enthusiasm and these qualities are so essential for successful selling.

When considering the various merchandising phases of your

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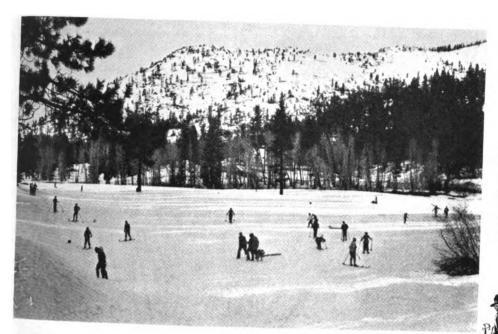
\* EDITORS' NOTE—Mr. Civitello is manager of the sporting goods department of The Thomson-Diggs Co., Sacramento, Cal. He delivered this address on sporting goods at the recent annual convention of the California Retail Hardware Association in San Francisco.

sporting goods department, bicycles loom as one of your best business builders. They are a line on which dealers can compete with mail order houses and chains and still make a profit. In 1939, 1,250,000 retail bicycle sales were estimated and 60 per cent of these were made by other than mail order or chain stores.

Bicycles lend themselves to much constructive promotion and, in this regard, hardware dealers can adapt an idea of a Sacramento chain store. This store displays a complete assortment of bicycles, every day of the year, just inside its main entrance, Almost every boy or girl going by looks in. They see the latest models, examine the headlights and learn all about bicycles. They spread the word among the neighborhood youngsters and if a parent happens to accompany the child, the chances are that nine out of ten will step inside. If a bicycle is sold, the youngster becomes a future customer of the chain.

While hardware dealers need

## to the Hardware Dealer



Winter sports were emphasized in the area of Sacramento and trade for that section totaling \$2,000,000 was the result.

not devote this display space to bicycles every day of the year, they should make some effort to capture this business that is going elsewhere.

A good sporting goods' department can be one of your best advertising mediums. Perhaps no other hardware store department lends itself so readily to promotion. There is no saturation point for play. Everybody likes to play. Schools and colleges promote play. Newspapers publish reams of stories and pictures on sports and this creates a desire to play. The Federal and state governments realize that the sporting goods business represents a tremendous industry and they are going to see that it is perpetuated and improved.

Game bird propagation in California has resulted in a six-day season on pheasant, which accounts for a total consumption of at least 2,000,000 loaded shells. In the near future there will be more pheasants and a longer season. There will also be open seasons on other game birds. And

remember that every time a hunter pulls a trigger, he rings up a fivecent sale on your cash register. So encourage the sportsmen to shoot, for each time he leaves home with his gun and ammunition, it means business for you.

#### Predator Shoots

In some sections predator shoots have also stimulated gun and ammunition business for the dealer. The fish and game commissions are behind these predator programs. In a town of 50,000 population, some sportsmen clubs recently sponsored a predator shoot with each club contributing money for the purchase of prizes. While the event was sponsored by the clubs, the men who actively carried on the work and who were most interested in its successful conclusions were the sporting goods department man of a chain store, the owner of a small, oneman sport shop and a drug store clerk. The hardware stores in that community carry a good sporting

goods stock, but they knew very little of what was going on.

Many sportsmen entered the shoot. One man estimated that he had driven his car over 1,000 miles during the contest. When an oil company official heard of this, he immediately decided that his company was going to donate liberally to the prize fund for the next shoot for he wanted his company to be listed as one of its sponsors.

Now, since these people were interested in the shoot, it must have some value. All you dealers need do is to lend moral and active support to these activities. You needn't donate prizes nor sponsor the contest, but you or someone in your store should attend conservation club meetings and quietly stimulate interest in such events. Never sponsor these or similar

(Continued on page 40)

## Your Self-Starter for Big Vacation Flashlight Sales



## Unleash Vast Power of Impulse Buying with New Winchester Merchandiser

BY far the major part of flashlight and battery sales volume—and profit—depends upon impulse buying. Customers buy, not because of definite plan, but because of the impulse set-off by the suggestion of powerful display with a real idea behind it.

You can cash in on this impulse buying in your store by using this colorful, eye-catching Winchester Vacation Special Merchandiser—with its high powered suggestion for on-the-spot purchases, for a definite purpose, of flashlights, batteries, accessories.

It's a real self-starter for the great volume of impulse buying business (estimated to account for perhaps 80% of retail flashlights and battery volume). Occupying less than two square feet of your floor space, this display is a constant provoker of flashlight buying. It keeps a telling suggestion constantly before the stream of shoppers in your store.

They will STOP-LOOK-then BUY. Use one as a floor merchandiser-another in your window to stop passing traffic.

The Winchester Vacation Special is yours FREE with your purchase of only 18 fast-moving Winchester flashlights—carefully chosen for eye appeal, practical value and sales speed—and 96 Winchester plastic

Super Seal long life batteries. The Merchandiser

displays 11 of these well-assorted, streamlined, handsome cases in ingeniously devised PILFERAGE-PROOF sockets. Flashlights are priced to retail at from 59¢ to 98¢ complete with Winchester Super Seal 10¢ batteries.

Merchandiser also displays from 48 to 72 batteries and provides space for up to 90 replacement bulbs—a constant suggestion for additional profitable sales that are definitely the result of effective display.

Division of Western Cartridge Co.

NEW HAVEN, CONN., U. S. A.

HARDWARE AGE

#### SUPER MERCHANDISER FEATURES

- Reversible display card. After vacation season, change to suit all seasons.
- Rack at top for displaying batteries and bulbs.
- Tester for batteries and bulbs.
- Attractive display space with pilfer-proof sockets for flashlights, giving each one full view display.
- Ample space in back for safely storing flashlights, batteries and bulbs
- Size at base 14 x 18 inches—takes up less than two square feet of floor space. Full height 54 inches.

## This New Powerful Vacation Display FREE with Winchester Assortment No. 18

Total Retail Value . . . . \$20.16 Dealer Cost . . . . . . .

Your Profit \$6.72

red

1911

stop

REF

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1500 1581

aff) de-

ets

3 2-cell focusing spotlights—two red and copper, one black and copper. Handsome "rock crystal" finish on brass. Fittings of solid 22K copper. Each to retail for

3 2-cell focusing spotlights-two with brilliant chromium-plate and solid 22K copper finish, one all solid 22K copper. Each to retail at 69¢ complete.

4 2-cell Powerlite Fixt-Focus spotlights. "Rock crystal" finish on brass. Solid 22K copper and chromeplated fittings-two black and chrome, one red and copper, one blue and copper. Each to retail at 796 complete.

2 2-cell junior size Hi-Power Fixt-Focus spotlights. One brilliant chromium-plated and solid 22K copper, one solid 22K copper. Each to retail at 79¢ complete.

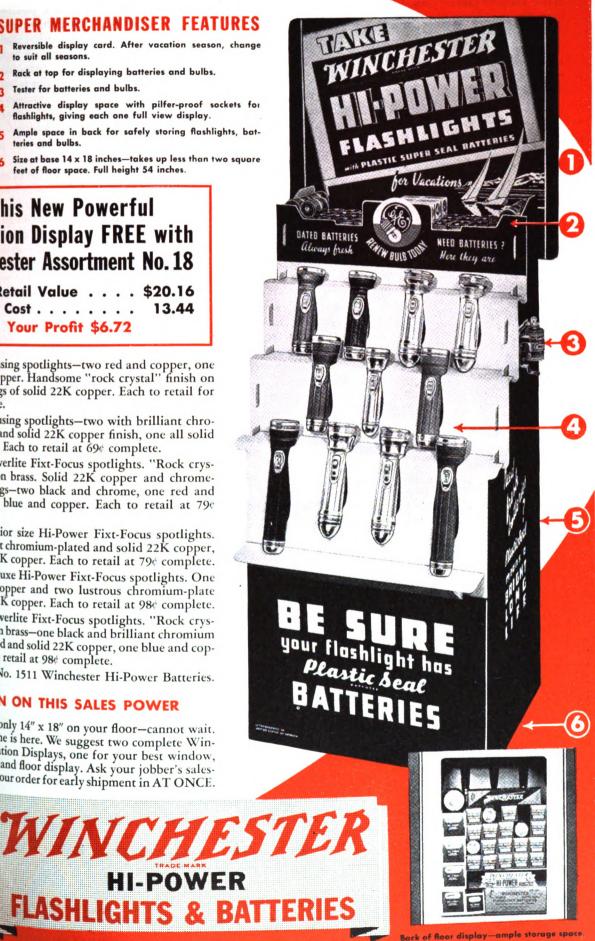
3 2-cell de luxe Hi-Power Fixt-Focus spotlights. One solid 22K copper and two lustrous chromium-plate and solid 22K copper. Each to retail at 98¢ complete.

3 3-cell Powerlite Fixt-Focus spotlights. "Rock crystal" finish on brass—one black and brilliant chromium plate, one red and solid 22K copper, one blue and copper. Each to retail at 98¢ complete.

And 96 No. 1511 Winchester Hi-Power Batteries.

### TURN ON THIS SALES POWER

That spot-only 14" x 18" on your floor-cannot wait. Vacation time is here. We suggest two complete Winchester Vacation Displays, one for your best window, one as an island floor display. Ask your jobber's salesman to get your order for early shipment in AT ONCE.



events for your private gain if they have the semblance of a community activity. But take an active part and see that those events get under way properly. The public will soon realize that you are helping it and will show its appreciation by giving you its business.

On the other hand, if you take the initiative and sponsor the event, the public will soon feel that you are doing so to sell something rather than to help civic enterprise and its interest would soon fade.

Some time ago a hardware dealer wished to sponsor a winter sports' activity in order to bolster winter sports' equipment sales. Another hardware dealer in the same community sold the same type of merchandise. I explained to them that if they sponsored the activity, newspapers would not be interested in giving it free publicity and that such a program required plenty of publicity if it was to be successful. I suggested, rather, that these dealers make it a community affair-invite local clothing stores carrying ski apparel, the restaurants, the oil companies, the mayor, chamber of commerce, high schools and others to participate, as well as the newspapers. If they could make their community sports minded, customers would soon be dropping money into their cash registers.

Well, these dealers did a swell job of it. An open meeting was arranged in the high school auditorium, with a speaker to explain the possibilities of winter sports and their effect on the community. The idea caught on and for several days the papers carried the story on the front pages—front-page publicity to stimulate dealers' sales and at no cost to the dealers.

Deer hunts are another activity that offers similar opportunities. In California last season, 43,000 deer were killed, although about 144,000 sportsmen purchased deer tags. Thus more than 100,000 sportsmen hunted without getting a deer. These men hunted last year and the year before and will hunt again next year. When they hunt, they must have a rifle and ammunition, and we can safely assume that 144,000 deer hunters

shot at least 3,000,000 rounds of high-powered ammunition.

Studying fishing tackle prospects, we find that in 1939, 350, 000 California anglers purchased licenses, not including youngsters of whom licenses are not required. While these figures do not seem large, we must remember that a great many of these anglers fish all season, and so we can estimate that perhaps 3,000,000 persons went fishing. This is your additional business potential.

#### Selling Fishermen

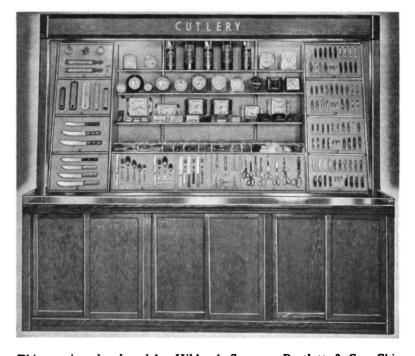
It is easy to sell fishermen. If a fisherman doesn't get a bite and his companion does, he begins to doubt his equipment, his flies, leaders or bait. He decides they are unsuitable and then goes to you for new equipment.

Many fishermen do not care for their tackle properly; thus it becomes spoiled and more equipment is needed. That is what makes the fishing tackle business. Capitalize on it! Do everything possible to get people to go fishing and hunting. Federal and state governments and sportsmen's clubs are backing conservation and propagation programs. These things will insure fish and game supplies for the future and will help to insure your sporting goods business.

Of course there are problems within the industry, but these can be solved. Since the advent of the Tydings-Miller Law. I have been trying to get the arms manufacturers to take advantage of the protection offered by this law. Manufacturers are worried about the gun business. They know hardware dealers do not carry very many new guns in stock. My contention is that the only reason dealers do not carry them is that an adequate profit cannot be made. Some manufacturers claim that fair trade contracts would be too hard a problem to police. Some manufacturers say that dealers are not interested in stocking

(Continued on page 71)

#### SIDEWALL CUTLERY DISPLAY UNIT



This section developed by Hibbard, Spencer, Bartlett & Co., Chicago, Ill., makes use of panel doors, open case, and ledge displays to present a variety of merchandise in an unique and effective way. Cutlery shown in this fixture will always be seen by the customer. The background of the fixture is a beautiful pastel shade of blue and chromium molding is used around the sample doors. Stocks of items shown on panels are found behind the doors. Shelves in the open case section in the center are adjustable. Glass shelves support the merchandise display. The company has applied for a design copyright on the unit.

## How a Manufacturer's Representative Should Conduct

## A Sales Meeting

He should be able to present all facts regarding company, product, consumers and selling arguments

By HESKET H. KUHN\*
Hardware & Supply Company,
Akron, Ohio

UR sales meetings are held on Friday evening at 7:30 and they last from one to two hours. I attend them all, and am frequently reminded of the statement attributed to Horace Mann which most of you read in your school books. You remember he said "Lost, yesterday somewhere between sunrise and sunset, two golden hours, each set with sixty diamond minutes. No reward is offered for they are gone forever."

On my way home, after a meeting, I change this sometimes to read "Lost, this evening, etc." I have a home, wife and daughter, and a few good books. I should much prefer spending the evening there than wasting it in a sales meeting.

Waste it? Yes, 75 per cent of our meetings should not be held. There is one of two reasons for their failure. Either the speaker does not know his subject or, if he does, he lacks the ability to put it over.

You manufacturers are smarter than we distributors. You net 10 to 25 per cent in your business, We try to make 1 to 5 per cent in ours. I respect you, and, there-

Presented at the Triple Mill Supply Convention. Dallas, Texas, April 22-24, 1940.

fore, do not presume to criticize you, but I am your salesman and it is your obligation to teach me how to sell your product.

Many of you represent the 25 per cent who do a good job in informing your distributors on your product, but possibly in your respective industries there are some who do not; therefore, I hope you will carry this message back to them.

#### Mental Arithmetic

I wonder if you would be good enough to follow me in a little problem of arithmetic? Assuming there is a sales manager of a certain company who is thoroughly familiar with his product and understands the proper method of conveying his message to the distributor. He has five salesmen to whom he imparts this information. Each salesman has 40 distributors. therefore, his company contacts 200 distributors. Statements have been made that there are somewhere between 400 and 1800 distributors in the United States, and if we only take 200 we are being conservative. Each of the 200 distributors has ten salesmen, making a total of 2000. If the five manu-



HESKET H. KUHN

facturer salesmen do a good job in instructing, we now have 2000 salesmen carrying a message to the consumer. Each of the 2000 has 15 industrial accounts, making a total of 30,000. Each of these accounts has at least two men who should be properly informed, the purchasing agent and the superintendent or shop maintenance man.

Now, just think of this. If one man does his job, and everyone through this chain is equally proficient, you will have 60,000 individuals thoroughly familiar with your product.

To do your job of instruction or education, you should know something about the man to whom you talk. Who is the average mill supply salesman? He, in all probability, came up from the ranks, starting as a young man in the warehouse, later working on a sales desk or the service floor, and then one day was given a catalog with the statement, "now you are

He has the equivalent of a high school education. He did not go to college. He has little technical

knowledge of the things he sells, therefore, instruction must be given to him in understandable language. He knows a little about many things, but not much about anything. He has never studied salesmanship, but follows that basic principle taught in all salesmanship courses of selling things about which he knows the most.

Without attempting to be sarcastic or ridiculous, I shall relate a few experiences we have had in our own company. These are actual and while I do not want to embarrass anyone in this meeting, I could give the names of the individuals, their companies and dates when each of these occurred.

#### Information Lacking

No. 1. For a long time we realized there was a demand for a certain product and finally a manufacturer put on the market a line of merchandise which filled this demand. We were approached with a proposition, accepted it, purchased a stock and invited a representative to appear before our sales force to acquaint them with the line. We moved a display apparatus into our sales room on the evening of the meeting. I stated to our salesmen that I felt there was a market for this product, we had purchased a stock and paid for it, and we had requested the factory to send a representative to speak to us. With a little more build-up, I introduced him, and here is what he did. He never rose from his chair but leisurely took a pack of cigarettes from his pocket, lighted one, exhaled a mouthful of smoke, then pointing toward his product, he opened his sales instruction talk with these words, "There it is. There really isn't much to say about it, but I will be glad to answer any questions."

Not one word about the hours someone spent in a laboratory or the technical department of his factory, Not one word about the romance of developing this line. Just, "There it is. There really isn't much to say about it." No helpful information. He did not give us one fundamental answer to "What is it?", "Who uses it?", "How do we sell it?"

No. 2. This night we had all of

our salesmen which included the industrial supply, electrical, plumbing, automotive and contractors' departments as all of these salesmen have customers for this line. Some 60 men, including our desk force, were assembled in our sales room. Here is what this fellow did. He picked up the product and sprawled over the top of the table which was in front of him, and said "I am here to tell yous all about this, Now, what do you want to know?" No preparation, apparently no instructions from his home office, a man who seemed to have the technical knowledge but not the slightest idea how to impart it to our men.

No. 3. This night only our industrial supply salesmen were present. We all sat around a long table and hoped to have a rather informal but interesting meeting. In our sales force we have a man, well past fifty, but is that type of individual who still wants to keep himself looking young and does a rather good job of it. Now, please remember this fact, the man is, in his opinion, still young.

When it came time for the factory representative to talk, he stated that he would attempt to sell us his product, and he carefully looked around the table and picked out this particular individual and by the use of one word ruined the whole evening. He pointed at this man and said "I am going to talk to you, Dad," and throughout his talk, every few minutes, he would say "Dad." Everyone was so amused at this that no good came from the meeting.

#### No Samples

No. 4. A representative appeared one night to talk on a product which could be easily taken apart and the various parts thoroughly discussed, but he brought no samples with him, and all through his meeting he would continually say, "If I had it here, it would look like this," etc. This meeting was a complete failure.

No. 5. You will not believe this but a man appeared one night to outline the advantages of his company's new catalog and brought none with him, nor did we have any. You can well imagine how much good we received from that meeting.

No. 6. And last, a steel product, which is used in all shops where machinery is processed or assembled, was described in such highly technical terms that at the close of the meeting, which was about one and a half hours long, our men had heard so much of Brinell hardness and other technical data that they were confused rather than instructed when the meeting was over.

This is not funny, gentlemen; this is serious. Here is what I want you to do when you send men to our place to conduct a sales meeting. I want you to train your salesmen or the individual who holds our meetings to the point where he can intelligently present his story.

#### Tell the Facts!

In a few words, he should give us the facts about his company, its history, organization and ownership. He should be able to do this in one or two minutes. We should like to know the position of the company in the industry. Are they first or tenth in size? We want to know something about the financial responsibility. You ask us for our statement, we want to know if you are financially responsible, thereby giving us some assurance that you will live up to your obligations.

Your man should demonstrate samples when possible and be particularly certain to discuss in simple language the physical properties of it.

He should outline your sales arguments to be used in combating your competitors. Not that we want to tear down your competition, but we want to know the advantages of your product over the other fellows'.

He should tell us the type of consumer that uses your product, and if he is familiar with those in our territory he should be specific and give us their names.

Please remember we want to know all about your product, the type of customer or industry who should be in the market for it, and all of the sales data and information necessary to sell it intelligently.

Eagle
Councillation

A NEW PADLOCK

—embodying all the fine features that are making Eagle locks the talk of the Hardware industry!

CRAFTSMANSHIP

Solid extruded brass body, case hardened steel shackle, special hard brass keys.

QUALITY

Case highly polished and lacquered with water drain hole, cadmium plated self-locking shackle, milled keys.

#### SECURITY

Five pin tumblers — practically unlimited key changes. Can be master-keyed.

Look for the Eagle trade mark on each padlock and key. \$1.00 SELLER

SEE YOUR JOBBER FOR PRICES



America's first tockmakers

EAGLE LOCK CO., General Offices, TERRYVILLE, CONNECTICUT

## Stop, Look and Listen—



It is said: "Opportunity knocks but once!" That depends upon the "door". Opportunity is constantly knocking at the door labeled

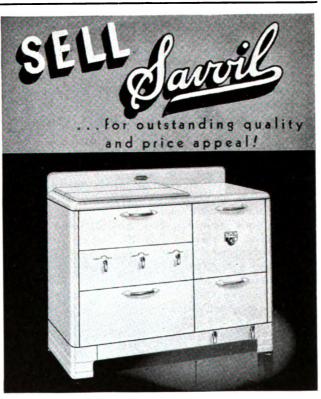
## CLASSIFIED OPPORTUNITIES DEPARTMENT

in every issue of Hardware Age. Here the advertisements under Positions Wanted, Help Wanted, Accounts Wanted, Sales Representatives Wanted and Business Opportunities are proving real opportunities for hardware men who are looking for help as well as those who are seeking positions.

Send your copy with remittance to-

## HARDWARE AGE

Classified Opportunities Dept. 100 East 42nd St. + New York, N. Y.



SAVOIL RANGE No. C552C—This is one of over 50 Kerosene Ranges, Stoves, Heaters. Send for new 48 page catalog.

UNITED STOVE CO., YPSILANTI MICHIGAN



that hardware jobbers' buyers are planning--when and where they are going and what they are going to do. Compiled by Hardware Age as a service to its readers

#### Arkansas

TEXARKANA: Buhrman-Pharr Hdwe. Co., L. H. RENNEKER, buyer of builders' hardware, plumbing, and electrical supplies, on vacation July 13-22.

#### California

LOS ANGELES: Hoffman Hdwe. Co., R. E. Mc-GREGOR, buyer of electrical goods, sporting goods, and cutlery, on vacation, Sept. 9-Sept. 19, motoring to World's Fair, San Francisco.

California Hdwe. Co., F. J. ANGEL, buyer of sporting goods, on vacation July 20- Aug. 5, motoring to Glazier National Park, fishing and sightseeing.

Harper & Reynolds Corp., C. H. HOBSON, buyer of heavy hardware, tools, and housewares, on vacation Aug. 14-26, motoring to the Northwest, including Spokane and Seattle, on a sightseeing trip.

SAN DIEGO: Western Metal Supply Co., R. P. JEWETT, buyer of fishing tackle, toys, playing cards, athletic goods, guns and ammunition, beach equipment, adult games, golf, furniture, pocket knives, and canvas shoes, on vacation, Aug. 15-Sept. 3, by train to Mexico City.

#### Colorado

DENVER: Morey Mercantile Co., E. O. HENDER-SHOT, buyer of general hardware, house furnishings. sporting goods, paint, woodenware, electrical, paper

items, jars, polishes, on vacation Aug. 3-19, motoring to Southwest.

PUEBLO: Holmes Hdwe. Co., H. L. STOWE, buyer of sporting goods, stoves, housewares, on vacation Aug. 6-16, motoring to Colorado National Parks for trout fishing.

#### Connecticut

BRIDGEPORT: The Smith-Comstock Co., Inc., GEORGE E. ROWLAND, buyer of general lines, on vacation Oct. 15-25, motoring to the Adirondacks at Potsdam, N. Y., for deer and bear hunting.

#### Florida

MIAMI: Frank T. Budge Co., MRS. MABEL BOOBYER, buyer of housewares, china, glass, gifts, small electrical appliances, on vacation July 1-15, by train to Chicago, Ill., including a visit to the Merchandise Mart.

TAMPA: Knight & Wall Co., F. CARTER, buyer of paint and kindred items, on vacation Aug. 19-Sept. 16, motoring to North Carolina.

#### Georgia

ATLANTA: King Hardware Co., JEFF HUTCH-INGS, buyer of automotive, radio, plumbing equipment, electrical goods, on vacation July 13-25, motoring to the mountains for the fishing.

#### Illinois

CHICAGO: Hibbard, Spencer, Bartlett & Co., W. M. STEWART, buyer of woodenware, twin and cord, paper, food and meat choppers, baskets, dinnerware, and lamps, and lanterns, on vacation July 13-29, motoring to Ephraim, Wis., golfing, fishing, sailing, swimming, etc.

QUINCY: Tenk Hdwe. Co., F. B. WENSING, sales manager, major appliances, paint, cutlery, arms and ammunition, on vacation Aug. 5-Aug. 12, motoring to Lake of the Ozarks for fishing.

#### Indiana

INDIANAPOLIS: Van Camp Hdwe. & Iron Co., C. R. VOGELSANG, buyer of tools, rope, wire products and wire cloth, and lawn mowers, on vacation July 29-Aug. 12, motoring. S. E. McNEELY, buyer of electrical, radio, auto, and cutlery, on vacation, July 15-Aug. 5, motoring to the Ozarks. F. S. GREENLEAF, buyer of bicycles, tackle, summer sports and skates, fall and winter sports, skis, arms and ammunition, and canvas goods, on vacation, Sept. 23-Oct. 7, motoring to Wisconsin for the fishing.

#### Kansas

ATCHISON: Blish, Mize & Silliman Hdwe. Co., R. E. MICHAELS, buyer of firearms and ammunition, sporting goods and auto accessories, on vacation Aug. 17-24, by airplane to Vandalia, Dayton, Ohio, for the Grand American Trapshooting Tournament.

#### Kentucky

ASHLAND: Ben Williamson & Co., Inc., MILLARD M. DEERFIELD, buyer of electrical wiring devices, electric fans, and electric lighting fixtures, on vacation Aug. 16-25, motoring to New York City, visiting World's Fair.

LOUISVILLE: Peaslee-Gaulbert Corp., Inc., C. V. WILSON, buyer of all furniture and stove lines, on vacation Aug. 8-Sept. 1, motoring to the Wisconsin woods, for training with field artillery of National Guard.

Stratton & Terstegge Co., Inc., M. V. HODAPP, buyer of heavy hardware, tinners' supplies, stoves, furnaces, and furniture, on vacation July 31-Aug. 14, motoring to Michigan for the fishing.

#### Louisiana

NEW ORLEANS: A. Baldwin & Co., Inc., D. A. TICKELL, buyer of builders' hardware, electrical fixtures and supplies, plumbing fixtures and supplies, on vacation July 11-25, motoring to San Antonio, Tex.

#### Maine

HOULTON: Almon H. Fogg Co., O. B. SMART, on vacation Aug. 18-Sept. 3, at Eastern Grand Lake.

PORTLAND: Edwards & Walker Co., N. A. DOUG-LAS, buyer of general sporting goods, on vacation, Oct. 19-Nov. 4.

#### Maryland

BALTIMORE: The Volke Co., ERIC ARLT, buyer of hardware, housefurnishings, electrical, on vacation Aug. 4-Sept. 3, motoring and resting.

#### Michigan

BAY CITY: Bay City Hdwe. Co., F. H. STOVER, buyer of sporting goods, electrical equipment and some hardware, on vacation Aug. 5-24, motoring to northern Michigan for loafing and fishing.

DETROIT: Buhl Sons Co., G. M. PRATT, buyer of oils, spark plugs, tires, batteries, lamps, on vacation, Aug. 2-19, motoring to northern Michigan for golf, fishing, and rest.

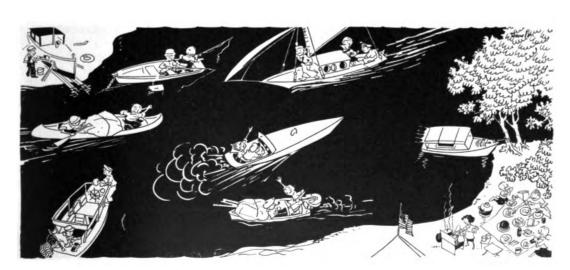
SAGINAW: Saginaw Hdwe Co., T. M. WAGER, buyer of fishing tackle, sporting goods, pipe fittings, drills and reamers, and precision tools, on vacation June 17-27, motoring to northern Michigan.

#### Missouri

KANSAS CITY: Richards & Conover Hdwe. Co., E. H. HAMILTON, buyer of toys, sporting goods, wheel goods, cutlery, glassware, dinnerware, arms, ammunition, harness, luggage, leather goods, etc., on vacation July 6 to 15 or 20.

ST. JOSEPH: Wyeth Hdwe. & Mfg. Co., M. G. ERFF-MEYER, buyer of saddlery, on vacation July 26-Aug. 12, in Wisconsin.

(Continued on page 55)



News of Retailers, Jobbers, and Manufacturers and Salesmen

## NEWS OF

HARDWARE AGE FOR

## "DEFENSE" ACT INCREASES RATE ON FIREARMS, REFRIGERATORS, RADIOS AND AUTO ACCESSORIES

National debt limit boosted to \$49,000,000,000. Present trend is indicative of future high taxes with threat of excess profits tax seen as "just around the corner."

By L. W. MOFFETT Washington Representative of HARDWARE AGE

The new "defense" tax act, effective July 1, increased the rate on firearms, shells, pistols and revolvers 1 per cent to 11 per cent; on mechanical refrigerators, ½ per cent to 5½ per cent; on automobile tires, one-fourth of one cent to 2½ cents; on automobile tubes, one-half cent to 4½ cents; on automobile parts and accessories, ½ per cent to 5½ per cent.

Revenue from these higher excise taxes for the fiscal year 1941 is estimated in millions of dollars as follows:

Firearms, shells, pistols and revolvers ... .3

Mechanical refrigerators 1.0

Tires and inner tubes 4.6

Auto parts and accessories 2.4

Radios ... .7

The law is obviously only a political activity, attuned to the present Presidential campaign. In the face of a national defense appropriations that may well reach the stupendous total of \$12,000,000,000 before the present session is over, the "defense" law is estimated to raise a mere \$994,300,000 a year to "defray" the cost of the increased defense program. This sum is equivalent to less than one-third of the annual "peace-time" deficits that have piled up during each of the past seven years when, as in previous administrations, preparedness has been all but disregarded.

The new tax act, which boosts the national debt limit from \$45,-000,000,000,000 to \$49,000,000,000, is admittedly only a curtain raiser. Heavy levies, such as this country never before experienced, not excluding the World War taxes, are coming after election. They may be taken up by the present hangover Congress immediately after election, assuming that it reconvenes, or the job

may be wished on the new Congress when it meets in January. In any event the job is definitely decided on. And not only will the taxes be kited, but they are to be retroactive. They are to be applied to 1940 incomes.

That an excess profits tax is just around the corner was clearly seen in a joint resolution adopted by the tax conferees. The resolution said that the members were "firmly of the opinion that an excise-profits tax should be enacted as soon as possible, and to be made applicable to the calendar year 1940 and all taxable years beginning in 1940, and to all subsequent vears." The conferees asked the Treasury Department to submit to the Senate and House committees not later than Oct. 1 a plan for such tax together with supporting data and drafts for proposed legislation. The next tax bill is expected to make provision for amortizing or depreciating property whose installation is made necessary by reason of defense contracts.

Significant of high taxes that will be assessed is the trend that was shown in the bill just enacted. The sky-high taxes were thrown out after having been put in as amendments in the Senate. That these taxes will be restored in detail in the next law is not probable. But that taxes not much milder are in the offing is quite likely.

Containing both permanent and temporary revisions in the revenue law, the new tax act broadens the income tax base and adds more than 2,000,000 new taxpavers to the federal income tax rolls and stipulates that a general increase be made in surtaxes on individual incomes above \$6,000 a year. The present rate of 10 per cent in the case of dividends is increased to 15 per cent and the tax rate on other fixed or determinable income remains at 15 per cent. Since these taxes are withheld at the source, in many cases it is

impossible for the withholding agent to determine whether the income is to go to a corporation or an individual.

Eliminated was the so-called La Follette amendment, under which an excess profits tax for corporations would have been levied for taxable years beginning after Dec. 31, 1939. This amendment, roughly calculated to produce more than \$400,000. 000 a year, would have taxed corporations at the rate of 20 per cent of net income in excess of 8 per cent of invested capital, plus a specific exemption of \$3,000, this rate to apply on the excess up to 20 per cent of invested capital, with a rate of 40 per cent on net income in excess of 20 per cent of the invested capital.

Also thrown overboard was the war profits tax amendment sponsored by Senator Tom Connally, Democrat of Texas. This amendment would provide high taxes for both individuals and corporations after a declaration of war by Congress and a determination by Congress that such state of war creates a grave national emergency. The proposed taxes, to continue for the duration of the war and until Congress declared the emergency at an end, would levy a 22 per cent tax on corporations with normal tax net incomes of over \$25,000.

For corporations with less income the rate would be 14½ per cent on amounts not in excess of \$5,000; 16 per cent on \$5,000 to \$20,000 and 18 per cent on \$20,000 to \$50,000, with a provision to smooth out the rate for incomes in the neighborhood of \$25,000.

## CONN. MFRS. ASSOCIATION IN NEW QUARTERS

The Manufacturers Association of Connecticut has moved its offices from 50 Lewis St., Hartford, Conn., to 436 Capitol



A. R. PHRSLEY

## PURSLEY HEADS DISTRICT FOR HORTON MFG. CO.

Horton Manufacturing Co.. Fort Wayne, Ind., has announced that a new division manager has been appointed for the northern California territory. This is a promotion for A. B. Pursley who was formerly under the supervision of Frank Wallace, district manager at Los Angeles. Mr. Pursley now becomes district manager of the northern California territory with headquarters at 500 Minnesota St., San Francisco. Mr. Pursley has been associated with the home laundry equipment business since 1932 and his experience includes retail sales, jobbers' representatives, and factory field selling. He is well known throughout his territory.

## WESTINGHOUSE LAMP EXECUTIVES ADVANCED

A. E. Snyder, former general sales manager, has been promoted to assistant general manager of the Westinghouse Lamp Division with headquarters in New York City. B. H. Sullivan succeeds Mr. Snyder and is succeeded in turn by Leon S. Paletou as manager of the Middle Western district at Chicago. Charles A. Conklin succeeds Mr. Paletou as southern district manager and R. E. Ebersole, formerly New York metropolitan branch manager for the Northeastern district succeeds Mr. Conklin as metropolitan man-

## THE TRADE

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## STOCKHOLDERS VOTE APPROVAL OF SIMMONS PURCHASE BY SHAPLEIGH HDWE. CO.

- L. E. Crandall, Simmons president, becomes
- a vice-president of Shapleigh Hdwe. Co.
- B. F. Connolly is now an assistant-secretary.

The stockholders of the Simmons Hardware and Paint Corp. at a meeting on June 21, 1940, voted by a substantial majority



L. E. CRANDALL

to declare effective the contract providing for the sale of the assets of the Simmons Hardware Company, the Mound City Paint and Color Company and the Simmons Warehouse Company, to the Shapleigh Hardware Company, St. Louis, Mo.

On July 1, 1940, L. E. Crandall, former president of the Simmons Companies, became associated with the Shapleigh Hardware Company in the capacity of a vice-president. Burton F. Connolly, a director of the Shapleigh Hardware Company and actively associated with the company for many years, has been elected an assistant secretary of the company.

The Shapleigh Hardware Company has leased the premises occupied by the Simmons Companies and other buildings adjacent thereto. It will move its offices and merchandise stock to the quarters at Ninth and Spruce Streets as rapidly as is practicable. Operations, with all buildings connecting, sufficient tailway trackage, parking space and facilities for trucks, will sim-

plify handling problems and in this capacity was such as to benefit our customers.

Trade-mark lines featured by the Simmons Companies will be continued. Lines for which a profitable demand has been established, not heretofore carried by the Shapleigh Hardware Company, will be continued. The Mound City Paint and Color Company will operate as under former Simmons management and the Simmons paint lines will be sold as heretofore. The Simmons promotion department will join the Shapleigh company.

Over 100 former Simmons salesmen have been added to the Shapleigh force. In order to take care of the increased volume of business a great many of the office and warehouse personnel of the Simmons Companies have been employed.

Also beginning July 1, 1940, the Shapleigh representatives are presenting to the trade these combined lines through the medium of a new salesmen's catalog which includes both Shapleigh's complete lines and the principal lines of the Simmons Hardware Company.

Mr. Crandall's new connection will be a matter of interest to



B. F. CONNOLLY

his many friends in the trade. He was first connected with Simmons Hardware Company in 1907, when he was employed as a traveling salesman. His work in this capacity was such as to speedily bring recognition of his ability and he was called into the house and made a sales manager in charge of the states of Illinois, Iowa, Indiana and Wisconsin. It was not long until he became a vice-president and general sales manager of the company.

When the Simmons Hardware Company was purchased by the Winchester Repeating Arms Company in 1922, Mr. Crandall was made vice-president in charge of operations of the Simmons division in New Haven. In 1924 he tendered his resignation to become vice-president of the Wickwire-Spencer Steel Corporation. In 1929 he became associated with John Nickerson & Company, bankers, of New York, as resident manager of their Washington branch.

His love of the hardware business, however, resulted in his return to Simmons Hardware Company in 1930, at which time he became vice-president and general manager. In December, 1932, he was elected president of the Associated Simmons Hardware Companies, succeeding C. D. Smiley, Jr. In 1933 he became president and trustee of the Associated Simmons Hardware Companies and at the time of the reorganization in 1934, he was re-elected president of the Associated Simmons Hardware Companies.

Mr. Connolly entered the employ of Shapleigh Hardware Company in 1910, as his first venture into the business world and has been with this company continuously, except while errors ing overseas in the World War. He started as a price clerk and in 1919 became manager of the billing department. Later, as its industrial engineer, he had the unique experience of working in every department of the business. In January, 1931, he was elected a member of the board of directors.

## HICKEY BECOMES SAVAGE ARMS CORP. PRESIDENT

F. F. Hickey, formerly vicepresident of the Savage Arms Corp., Utica, N. Y., has been elected president of the com-



F. F. HICKEY

pany. W. W. L. Wright, who resigned as president, has been elected chairman. Mr. Hickey will continue to make his head-quarters at Utica, N. Y., and Mr. Wright at New York City.

Other new officers of the Savage Arms Corp. are: E. A. MacDonald, formerly secretary and treasurer, now vice-president and treasurer; G. T. Wood, formerly assistant treasurer and assistant secretary. has been elected secretary. G. Noble Davidson, formerly works manager, is now general manager. F. R. Phillips continues as vice-president.

Mr. Hickey from 1908 to 1915 was associated with the J. Stev. ens Arms Co. of Chicopee Falls, Mass. From 1915 to 1920 he was assistant general superintendent of the New England Westinghouse Co., manufacturer of Browning machine guns for the United States. He was appointed works manager of the J. Stevens Arms Co. division of Savage Arms Corp. in 1921 and six years later was appointed general manager of Savage at Utica. In June of 1939 he was elected a vice-president. Mr. Hickey since 1936 has been a member of the board of directors of the Savage







D. C. CUNNINGHAM



I. W. SHIPP

#### EASY WASHING MACHINE ANNOUNCES DIVISIONAL SALES APPOINTMENTS

J. J. Nance, general sales manager of the Easy Washing Machine Corp., Syracuse, N. Y., announces the appointment of C. M. Roberts as divisional sales manager of the "Easy" northern division.

Mr. Roberts has long been associated with the home laundry appliance business, most recently having been in charge of the Maytag Company's Philadelphia branch. He will headquarter in Minneapolis, from which point he will manage "Easy" sales activities in the states of Wisconsin, Minnesota and Iowa.

Mr. Nance also announces the appointment of D. C. Cunning-ham as divisional sales manager of the southeastern division with headquarters in Atlanta. Mr. Cunningham has been with "Easy" many years, having served formerly as manager of the company's midwestern and northern divisions.

I. W. Shipp has been promoted to the post of divisional sales manager in the southern division. Mr. Shipp has been with the "Easy" sales organization for several years, and for five years was assistant to the southern divisional sales manager.

#### MOSSBERG HAS WEST COAST SERVICE STATION

Announcement has been made by O. F. Mossberg & Sons, Inc., New Haven, Conn., of the appointment of Pacific Gun Sight Co., 355 Hayes Street, San Francisco, as Mossberg "Service Station" for the West Coast area. The arrangement provides that Pacific Gun Sight Co. will supply parts and handle repairs on all Mossberg rifles, shotguns and telescopes and will sub warehouse telescopes and the Mossberg left hand rifle, Model L42A. Only L.C.L. shipments will be

made from the sub warehouse to established Mossberg distributors, but this will give them the benefits of lowest possible freight rates on rush season, emergency orders for these items. Invoicing of repairs and parts will be handled direct by Pacific Gun Sight Co. at the usual Mossberg discounts. Shipments from the sub warehouse will be invoiced from the factory.

#### "LAD-R-SHU" ADDED TO "RED DEVIL" LINE

Landon P. Smith, Inc., Irvington, N. J., manufacturer of "Red Devil" painters' and glaziers' tools and equipment and various other hardware items, has announced the purchase of the Ladder-Shu Co., Rockford Ill. The purchase includes tools, dies and complete rights to manufacture and distribute the patented "Lad-R-Shu", a device designed for the comfort and safety of men subject to dangers and discomfort of ladder work.

## NEW DIRECTORS FOR SARGENT & CO.

P. E. Barth, president and general manager of Sargent & Company, New Haven, Conn., announces that at the board of directors' meeting of the company, held on June 14, the following were elected to the board of directors of Sargent & Company: Harold A. Parks, C. Forbes Sargent and Thomas D. Sargent.

## H. M. PARSONS MANAGES "UNIVERSAL" DIVISION

H. M. Parsons has been appointed sales manager of the electric range and water division of Landers Frary & Clark, New Britain, Conn. Mr. Parsons, who formerly was an official of the company and sales manager of the electric appliance division, resigned as manager of the range department of the Kelvinator Division Nash-Kelvinator Corp., Detroit, Mich., to rejoin Landers, Frary & Clark

Frary & Clark.

W. J. Cashman, for several years a major appliance sales executive with the Universal Company, has been appointed sales promotion manager of all its major appliances.

## RAWLPLUG DISTRIBUTOR FOR NEBRASKA

The Rawlplug, Inc., 98 Lafayette St., New York City, has appointed Construction Products Co., 13th and Grace Sts., Omaha, Neb., as general manager. This new distributor will carry a complete line of anchorage devices made by the Rawlplug Co. as well as its drills and accessories and will operate as the Rawlplug Omaha Company.

#### National Screw & Mfg. Co. Holds Sales Meeting



The camera caught these sales representatives of The National Screw & Mfg. Co., Cleveland, Ohio, at a recent three day sales meeting of the company held in the Cleveland Club. All the company's salesmen attended, including William R. Patterson, southern representative, and Fred Wising, San Francisco representative. This was the first of these meetings since H. P. Ladds became president. It proved to be an opportunity to acquaint the representatives with the many improvements made under Mr. Ladd's leadership. The final afternoon of the meeting was devoted to golf with Dan Zehrung, controller, carrying off the honors.

## CONGOLEUM-NAIRN EXTENDS DISCOUNTS TO PROVIDE FOR SEASON REFUNDS

A further development of Congoleum-Nairn's unit-shipment discount policy effective July 1, 1940, provides for season refunds up to 5 per cent on all felt base products (excluding unit-shipments) according to announcement made recently at Congoleum-Nairn's special pre-opening meeting for branch managers and assistants at the general sales office, Kearny, New Jersey. In connection with this latest policy development, L. R. Waters, vice-president in charge of sales, made the following statement:

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"Certainly one of the most important factors in the successful distribution of floor coverings by wholesalers and dealers lies in the policy under which such goods are distributed in volume. A policy proposing profits which in any considerable degree are only theoretical fails to supply the solid support needed to sustain aggressive effort. It is believed that Congoleum-Nairn wholesalers and dealers will find our policy for the new season a most constructive and profitbearing merchandising plan."

Beginning July 1, if the dealer's total purchases of Congoleum-Nairn products during the fall season amount to 50 or more quantity rolls, he will receive season refund, according to the following schedule, on Felt Base shipments of less than \$60 as well as on all shipments of Nairn Linoleum (Cut orders and Contract Linoleum excepted):

If purchase of all Congoleum-Naim products total: 50 quantity rolls, 2 per cent; 100 quantity rolls, 3 per cent; 150 quantity rolls, 4 per cent; 200 quantity rolls, 5 per cent. The dealer's total purchases of all Congoleum-Nairn products during the season—comprising Nairn Linoleum, Nairn Sundries and all Congoleum-Nairn Felt Base products, including unitshipments—will count in determining the dealer's earned rate of season refund.

Under this new development in Congoleum-Nairn's "More Profit" policy, the dealer will be paid this earned rate of season refund on the felt base which he purchases in less than \$60 shipments. Thus on unit-shipments of felt base he earns the 3 or 5 per cent unit-shipment discount right on the face of the invoice, or on "fill-in" purchases (on which no unit-shipment discount is allowed) he will receive at the end of the season the rate of season refund determined by his total purchases of Congoleum-Nairn

Under the new discount policy, the dealer may buy the bulk of his purchases in unit-shipments, thus taking advantage of the unit-shipment discounts right on the face of the invoice, while on his "fill-in" orders he will receive the season refund of 2, 3, 4 or 5 per cent at the close of the season, depending on the quantity of all Congoleum-Nairn products he purchases. These discounts are in addition to the regular 10 per cent trade discounts.

Another important feature of the new policy is that every purchase of Nairn Linoleum and other Congoleum-Nairn commodities helps to increase the dealer's profit on Congoleum-Nairn Felt Base products.



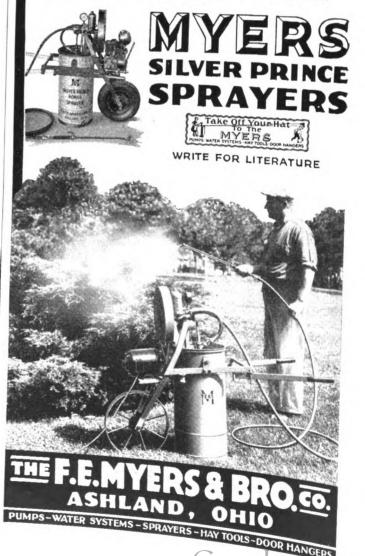
Officer of The Hardware Trade Association of New York, at the group's golf outing banquet, held June 18, at the St. Albans Gil Club, St. Albans, N. Y., as reported in the June 27 issue of Hubman Acr on page 50. Seated are: R. E. Doti, Igoe Bros., weiden; W. E. Clapp, The Yale & Towne Mfg. Co., chairman fite board; M. L. Langel, Osborn Mfg. Co., vice-president, and fited A. Scholl, Long Island Hardware Co., vice-president. Officer standing are: M. C. Harriman, American Steel & Wire Co., vice-president; E. S. Norvell, E. C. Atkins & Co., secretary-beauer, and W. W. Edwards, Federal Hardware Co., chairman of the executive committee.

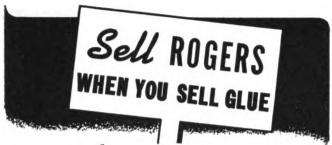
MYERS Silver Prince
Portable Sprayer

• • • Wheels Anywhere
and Sells Everywhere!

This year the demand for sprayers will continue until well into the Fall. Field and row crop plantings are later than usual. Orchard and tree spraying has been delayed because of unfavorable weather conditions. During this period insects, bugs, lice and other pests have been on a rampage increasing enormously in many sections of the country. Sprayers of all types will be needed and purchased by fruit and vegetable growers to combat and destroy them.

Myers is ready to take care of your orders promptly. Whether for the new Silver Prince, popular with greenhouse and estate owners, nurserymen and others, or for hand, power, tractor or traction sprayers in all styles and capacities, count on Myers for quick attention to your sprayer needs until the 1940 season has closed.





### Here's 4 reasons why it means **MORE PROFITS TO YOU**

PROTECTION—Rogers offers you protection by exclusively selling through the hardware trade and not selling to chain stores, group buyers, or mail order

PRICE—Rogers offers you several special deals assuring you of full profits so you can compete with chain stores, group buyers, etc., by offering a superior product at the same price.

QUALITY - Rogers Glue is made only from select fish skins insuring clarity and uniformity

. . . also produces greater strength (3800 pounds shearing strength per square inch).

DBMAND—Rogers sells for you with national advertising in Popular Mechanics, Popular Science, Home Craftsman, etc., aching over a million con monthly.

Phone or write your jobber for free goods offers . . ask him for a free display unit—



## Just One Insertion Sold This Hardware Store

A well established hardware dealer wanted to sell his business. He ordered a fifty-word advertisement inserted in four issues of the classified section, under

## **Business Opportunities** In Hardware Age

After one insertion he wrote us:

"The ad appearing in your Hardware Age brought so many results, that the store is sold, and it is not necessary to issue any more. The inquiries came in, in more than a sufficient amount for me to decide my moves."

Just another example of how the classified section of HARDWARE AGE brings quick, tangible results to advertisers.

## HARDWARE AGE

Classified Opportunities Dept.

100 East 42nd St..

**New York City** 

#### 300 ATTEND KEYSTONERS THIRD BIRTHDAY PARTY

More than 360 members and guests attended the third birthday party of The Keystoners, at the Manufacturers Golf & Country Club, Oreland, Pa., held the afternoon and evening of June 26. In the afternoon there was a golf tournament, with 119 players, and a softball game, which the purchasing agents' team won to the tune of 17-15, avenging last year's defeat by the nar-rower margin of 11-10. The visitors started going to town in the first inning, with nine runs. the best inning for the Keystoners being the sixth in which six runs were tallied. "Rinky" Rinkenbacher, Philco Radio & Television Corp., Philadelphia, Pa., slammed across two homers for the purchasing agents. Jack McCann. J. H. Williams Co., was umpire, Joseph De Jure, Charles Parker Co., was score keeper.

Low gross winner, with a card of 78, was Ben Beaven, who was awarded a silver cup. A. B. Seither, with 82 was second gross winner. The Keystoners Cup, was won by R. B. Clements, who was low net winner with a card of 66, second being F. S. Cohen,

with 69 strokes. The goofy golf club, large enough to swat an indoor baseball, was awarded to F. E. Downing, who had the highest score, second highest being that of J. W. Alker. Winners in the kickers' handicap were: D. E. Gothwald, R. J. Donaghy,

C. C. Bond and F. W. Bennett. Arrangements were in charge of Carl J. Meister, Allen Mfg. Co., chairman of the entertainment committee. He was assisted by H. A. White, the Yale & Towne Mfg. Co.; J. T. Carlsen, Skilsaw, Inc.; G. M. Coholan, the Stanley Works; Albert R. Crank, Bay State Tap & Die Co., and John J. Deasy, Cleveland Cap Screw Co. Visitors and guests were welcomed by David Moffat. the L. S. Starrett Co., whose term as president expired June 28. New officers of the organization are: Robert Brown, Union Twist Drill Co., president; Martin G. Havden, Star Expansion Bolt Co., vice-president and Albert R. Crank, Bay State Tap & Die Co., who succeeded M. I. Jackson, Behr-Manning Corp., as secretary and treasurer.

#### CHARLES O'MERA HEADS CHICAGO OFFICE FOR **OLIVER BROTHERS**

Charles O'Mera has joined the staff of Oliver Brothers, Inc., New York City and Chicago, Ill., and will be in charge of Oliver's Chicago branch. Mr. O'Mera, who has been associated with the hardware industry for 30 years, was at one time with the Belknap Hdwe. & Mfg. Co., Louisville, Ky., as buyer of staple and heavy hardware. Before joining the Oliver organization, he was for 10 years with



CHARLES O'MERA

the Smith Bros. Hdwe Co., Columbus, Ohio, as buyer of heavy and staple hardware, agricultural tools and plumbing supplies. Previous to his position as Farm Equipment Association.

a buyer, Mr. O'Mera had selling experience as a hardware salesman traveling in the southern territory.

#### "EVEREADY" FENCE CONTROLLER RECEIVES UNDERWRITERS' APPROVAL

The National Carbon Company's, 30 E. 42nd St., New York City, new electric fence con-troller, the "Eveready" Model "B," has been admitted to listing by the Underwriters' Laboratories, Inc.

#### WINZLER IS SECRETARY OF INTERMOUNTAIN ASSN.

Frank L. Winzler, Boise, Idaho, has been appointed secretary of the Intermountain Hardware and Implement Dealers' Association, succeeding E. Bell of the same city. Mr. Winzler may be reached care of Boise Chamber of Commerce.

The appointment marks the retention of a full time secretary by the association. The new secretary has been active in association work, and his previous connections include the Boise Chamber of Commerce, and Idaho livestock and fair associations.

Carl H. Butler, Caldwell, Idaho, is president of the association, which includes in its territory eastern Oregon, southern Idaho, northern Utah, and western Wyoming. It is affiliated with the National Retail Hardware Association and the National Retail

### G-E FORMS SPECIAL FARM MARKET SECTION

To promote the sale of products of the General Electric appliance and merchandise department to



GEORGE E. MULLIN, JR.

the farm market, a new farm sales section of the department has been formed at Bridgeport, Conn. George E. Mullin, Jr., has been appointed manager of the section, reporting to C. M. Snyder and to J. M. Crawford for activities affecting respectively the appliance and the construction materials divisions.

General Electric's special attention to the demands of the rural electrical market is thus further aligned with the company's main sales efforts. A rural electrification section has been in existence since 1923 at Schenectady as part of the central station department, concerning itself with promoting the sales of transformers, meters, motors, soil heat-

ing cable, and other apparatus products. Mr. Mullin was a member of that section for the past four years, and more recently was associated with the electrical traveling exposition which toured the country under the sponsorship of the R.E.A. He is a graduate of Purdue University, of the G-E courses in student engineering, sales training, and business training, and did postgraduate work in Butler University's school of business administration. From 1928 to 1936 he was a G-E apparatus salesman in the company's Indianapolis office.

George Rietz is manager of the rural electrification section at Schenectady, responsible for promoting apparatus sales in the farm market.

#### HARDWARE BOOSTERS PLAN FISHING PARTY, AUG. 14

The hardware Boosters will hold a fishing party Wednesday, August 14, in the sheltered waters of Great South Bay, Long Island, N. Y. The motor fishing boat Phyllis, chartered for the day by the Boosters, will leave the dock of the Freeport Boatmen's Association, 530 S. Grove St., Freeport, Long Island, at 8:30 A. M., and if necessary a second boat will be used. Reser-

vations will be limited to 40. Tickets will be \$4.50 per man, and will include plenty of sandwiches, coffee and other refreshments for luncheon. While the tickets will entitle the fishermen to bait, tackle will be available at a nominal cost.

Arrangements are in charge of the entertainment committee headed by Harry Fox, Star Expansion Bolt Co., vice president of the Boosters; assisted by Charles Pincus, The Stanley Works; Howard W. Erickson, Ek Hardware Co., Inc., and W. W. Lewis, Fiwale Equipment Mfg. Co. Tickets, which must be procured in advance, are available from Harry Fox, 71 Schuman Place, Baldwin, Long Island, N. Y.

### FOLENSBEE REPRESENTS "VITA-FLOR"

Perc S. Brown, vice-president in charge of vitamin operations, has announced the appointment of M. J. Folensbee, to the sales force of the agricultural division, National Oil Products Co., Harrison, N. J. Mr. Folensbee, former sales manager for the Harold F. Ritchie Co., will contact the wholesale hardware and drug fields in the interest of "Vita-Flor"

## NEXT MONTH YALE WILL INTRODUCE NEW COMBINATION PADLOCK WITH PROFIT DEAL

Next month the Yale & Towne Mfg. Co., Stamford, Conn., will announce a new combination padlock which, according to the company, will help dealers increase their over-the-counter and

school sales. As an introductory selling help, Yale is presenting this padlock with an attractive profit deal. For complete details, read next month's issue of HARD-WARE AGE.

#### New Secretary for Pacific Northwest



JAMES B. CHANNING

James B. Channing, whose election as secretary of the Pacific Northwest Hardware & Implement Association was announced on page 45 of the June 27th issue of Hardware Age. Mr. Channing makes his headquarters at 318 Hutton Bldg., Spokane, Wash. He succeeds Dale Strong.

## BARR RUBBER TO OFFER SCHAVOIR TOYS—DOLLS

The Barr Rubber Products Co., Sandusky, Ohio, has announced the formation of sales arrangements to offer its customers rubber dolls and gas inflated toys being manufactured by The Schavoir Rubber Co., Springdale, Conn. The Schavoir line will be further improved and enlarged.

#### GEO. B. CARPENTER CO.'S 100TH ANNIVERSARY DINNER



Here are business friends of the Geo. B. Carpenter Co., Inc., Chicago, joining with the company's executives in celebrating the 100th anniversary of the founding of the company. The dinner was given at the Park Ridge Country Club on June 6. A week later all company employees attended an informal dinner in the Marine dining room of the Edgewater Beach Hotel, Chicago.

## PLATE GLASS V. PRES.

Directors of the Pittsburgh Plate Glass Company have elected vice-president Robert L. Clause



ROBERT L. CLAUSE

to a newly created position of executive vice-president, it was announced today.

Directors of the company also have made a series of changes, effective July 1, that have resulted in promotions and re-arrangement of executive duties. John A. Wilson, general superintendent of plate glass factories, will become manager of glass manufacture. D. G. Hill, assistant to the vice-president, will become superintendent of plate glass factories. R. B. Tucker, manager of plate glass sales, will become director of glass sales. B. J. Cassady, secretary of the commercial department, will become general manager of warehouses.

Mr. Clause has been a vicepresident of Pittsburgh Plate Glass since 1926 and a director since 1922. For the past 13 years he has served as chairman of the company's glass manufacturing department. The newly elected executive vice-president

CLAUSE NOW A PITTSBURGH | joined the company as a drafts- | man in September, 1914, following his graduation from Cornell University as a mechanical engineer. He successively served as an assistant superintendent and as general superintendent of plate glass manufacturing.

#### DEVOE & RAYNOLDS IN NEW QUARTERS

The Devoe & Raynolds Co., New York City, is to move for the third time in 186 years. The company, one of the largest manufacturers of paints, varnishes and artists' materials in the world and one of the nine oldest firms in the United States, has leased for a period of 20 years, the former Charles & Company warehouse at the northwest corner of First Avenue and 44th Street, a five-story and basement structure on a plot 100.5 by 101.4 ft.

The newly acquired building, containing 62,500 sq. ft. with garage facilities, an inside loading platform and two elevators will be used as servicing headquarters for the entire Metropolitan area. In it, the Devoe & Raynolds Company will consolidate the headquarters staff now located at 1 West 47th Street, with sales and administration forces now lacetd in Brooklyn and New Jersey. A new retail paint store is planned in the First Avenue section of the building as soon as necessary alterations are made to meet the special requirements of the lessee. Possession will be taken on or about July 1.

The Devoe & Raynolds Company was founded in 1754 during the reign of King George II, in a small building at the corner of Fletcher and Water Streets at a time when New York City's population numbered but 13,000. The firm remained at this location for 101 years, moving in 1855 to larger quarters at Fulton and Dutch Streets where today a retail store in a new building is being operated. Seventy years later, in 1925, the New York headquarters was moved to the West 47th Street address.

E. S. Phillips, president of the firm, is a member of the third generation of his family to be associated with its activities. He started as a salesman in 1915 and. except for two years in the Naval Air Service during the World War, has continually served the paint house in various capacities. He was elected to his present post in 1924.

#### NATIONAL SCREW ADDS TO SALES FORCE

S. M. Washabaugh has been appointed sales representative for the National Screw & Mfg. Co., Cleveland, Ohio. Mr. Washabaugh's territory will be in Pennsylvania and the northern part of Maryland, with headquarters in Williamsport, Pa.,



LEROY R. STEVENS

#### With Stratton & Terstegge

Leroy R. Stevens whose appointment as housewares buyer for Stratton & Terstegge, Louisville, Ky., was announced on page 73 of the June 13 issue of HARDWARE AGE.

#### DEMAREST HEADS SALES OF LUMARITH DIVISION

Millard Demarest has been appointed director of sales of the Lumarith Molding Powder



MILLARD DEMAREST

Division, Celluloid Corp., 180 Madison Ave., New York City, succeeding William T. Cruse, who resigned to become editor of Modern Plastics.
Mr. Demarest entered the

Celluloid Corp. plant, and worked with the budding cellulose acetate experiments in the early twenties. He was transferred to the sheet, rod and tube division in the sales organization to develop a market for cellulose acetate. When "Lumarith," acetate plastic, was marketed in 1927, he was appointed assistant director of sales of the sheet, rod and tube division. From that time on he turned his attention to the development of packaging material with a cellulose acetate base. In 1931. with the creation of the packaging division, Mr. Demarest became its first director of sales. In 1936 he was appointed head of the newly formed sales development and research department and in 1938 he became director of sales of the fabricating division.

## BLUMBERG CO. EMPLOYEES PICNIC ON LONG ISLAND



Employees of Wm. L. Blumberg Co., Inc., 31 Warren St., New York City, wholesale hardware distributors, and members of their families enjoying an outing, held Sunday, June 8, at the Suffolk County Country Club, Timber Point, Long Island. More than 100 people attended the party, a highlight of which was a baseball game between a team of salesmen and men from the stock room, the latter giving the salesmen a beating to the tune of 7 to 1. Other events were foot races, potato races, sack races, etc. Dinner was served in the afternoon.

## **OBITUARIES**

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Charles B. Babcock, 66, president of Babcock. Hinds and Underwood, hardware firm of Binghamton, N. Y., passed away at his home June 18, following an illness of six weeks. Mr. Babcock was president of this pioneer hardware and sporting goods company since 1900.

He entered the hardware business owned by his father upon completing his education in 1891 and five years later, following a fire which destroyed the old business, he directed the organization of a new partnership, known as the Babcock Hardware Co., in which he was associated with Fred Hinds, Jr., H. Underwood, and his father, Burton M. Babcock. In 1900 the firm name was changed to Babcock, Hinds & Underwood. The senior Babcock died in 1899 and Charles Babcock became president in 1900. A year later the company was incorporated with Mr. Babmck continuing as president.

Surviving Mr. Babcock are his widow, a daughter, and a son, Burton M. Babcock of Binghamton.

#### EDWARD R. SARGENT

Edward R. Sargent, 82, passed away suddenly on June 20th at New Haven, Conn. Mr. Sargent was the son of the late Joseph B. Sargent, founder of the hardware manufacturing concern of Sargent & Company, New Haven, Conn

Mr. Sargent was connected with the casket hardware division of Sargent & Company having charge of this department both in manufacturing and sales for many years. Ten years ago he retired from all business activities, but remained a director of the company.

Surviving him are his widow, Mrs. Helen Lawton Sargent; a 80n, Lawton G. Sargent; two brothers, George Lewis Sargent of New Haven, Conn., and John Surgent of Greenwich, Conn.

#### PRANK T. BUDGE

Frank T. Budge, president of the Frank R. Budge Co., wholesale and retail hardware frm of Miami, Fla., passed away la his youth Mr. Budge was a are engaged in selling.

hardware clerk in Urbana, Ohio, until at 19 when he moved to Orlando, Fla., and soon after joined the C. A. Boone Hardware Co. In 1885 with a lumber dealer, Mr. Budge opened a hardware and lumber business in Titusville, and four years later made another move, this time to Miami, where he founded the present business.

Mr. Budge leaves his widow and three daughters.

#### LOUIS STREGER

Louis Streger, an employee of M. S. Berkoff Co., Inc., hard-ware dealer at 1402 Coney Island Ave., Brooklyn, N. Y., passed away July 1. Mr. Streger had been associated with the hardware firm since its founding.

#### WILLIAM D. HUTCHINS

William D'Oyley Hutchins, prominent hardware man of Montreal, Canada, for many years, died June 6 at the Ross Memorial Pavilion of the Royal Victoria Hospital in his 64th year. Mr. Hutchins was president of James W. Pyke & Co., Ltd., chairman of the board of directors of Robert W. Bartram, Limited, and a director of the Canada Envelope Company. He was president of the Montreal Metal & Hardware Association and also a member of the council of the Board of Trade in 1929 and 1930. He was of the Church of St. James the Apostle. He is survived by his widow, one son, Forbes Meredith Hutchins; three brothers, and a sister.

#### C. J. McCARTHY

C. J. McCarthy, for 30 years a hardware dealer in Emporia, Kan., passed away June 18. Mr. McCarthy in 1919 was president of the Kansas Retailers Association. His widow and a son, John. survive.

#### SECOND EDITION OF "ROMANCE OF SELLING"

The Business Book House, Box 112, Charlottesville, Va., has announced the publication of the second edition of The Romance of Selling, S. F. Worswick. This book, which sells for \$1.00, is a manual of practical recently. He was 75 years old. helpful suggestions for those who

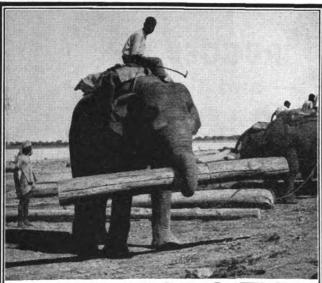


There's sales appeal aplenty for customers who demand quality tools in this well-rounded line of Union Hardware Hack Saw Frames. Ruggedly made to withstand hard use—and abuse—each type of frame shown is durably constructed and designed to hold a saw blade at the proper tension for maximum operating efficiency and minimum blade breakage. All models have adjustment feature for tightening blades; all can be extended from 8" to 12". Feature these salesgetting hardware values in your store and let the contidence established by the Union Hardware name help you to more and better business. Your jobber can supply you with styles for the average home owner as well as the expert mechanic.

Write for catalog 13 and use it as your buying guide for screwdrivers, chisels, gouges, mitre boxes, nail pullers and mallets as well as hack saw frames.







## STRENGTH

Just as nature endowed the elephant with amazing strength, so have designing and scientific methods embodied unusual strength in the ABW Solid Shank Shovel.

To say this famous shovel is the strongest shovel made, is no idle claim, for tests have proven its superiority and widespread consumer satisfaction substantiates this claim in performance. Two features are mainly responsible for this unusual strength:

- 1-The Patented ABW Shock Band, which adds substantially to the handle strength.
- 2-The blade and socket made from one solid piece of steel.

Add to these features the quality of the steel, the heat treating process, and the Second Growth Northern Ash Handle and it is easily understood why the ABW Solid Shank Shovel is the strongest shovel made. The D Handle Shovel is equipped with the famous ABW Armor-D Handle -the most perfect handle made.

Ask your Jobber



ABW PRODUCTS Rakes Shovels

Post Hole Spades Diggers Scoops Agricultural Forks Handles Hoes

AMES BALDWIN WYOMING CO. NORTH EASTON, MASS. PARKERSBURG, W. VA.

## HARDWARE BRIEFS

#### COLORADO

Delta Hardware Co., The Delta, Colo., recently held a formal opening of its business in new quarters. Its previous quarters had been destroyed by fire some months ago.

#### **GEORGIA**

A "junior board of directors" was established by the King Hardware Company. Atlanta, Ga. at a recent annual meeting of the stockholders and board of directors. This "junior board" will consist of J. E. Roach, Don Harris, John L. Watson, W. T. Young, C. C. Abercrombie, F. X. Mahs and E. H. Foster. It will aid the "senior board" in handling the affairs of the company, which is one of the largest in the country, with branch stores throughout Atlanta's metropolitan city area. Mrs. George E. King was elected a member of the board of directors, succeeding Mrs. H. H. Hart.

#### IDAHO

Vernon Reed has purchased the hardware business formerly St., Johnstown, Pa. The firm owned by Ray Saling of Ontario, will be conducted under the Idaho, and is adding to the stock name of The William Phillips and completing all lines of Hdwe. Co. shelf hardware.

#### INDIANA

The Noblesville (Ind.) Hardware Co. held an official opening for its new store at 932 Logan. Thurman Rinker, junior member of the firm, will be in charge of the new store.

#### IOWA

Arnold Wold has purchased a hardware business at Rolfe, Iowa.

Frank Woodward of Pierson. Iowa, and William Woodward of Albion, Iowa, have purchased a hardwood store at Conrad, that state.

#### KANSAS

The Ed. Fitzgerald Hardware store will be located in the Bolon Bldg., Belit, Kan., after Oct. 1.

George Perrill of Lincoln, Kan., has become the owner of the Jessup Hdwe.

Marland Nelson has purchased the Huff Hdwe. Co., Savonburg,

#### **MINNESOTA**

The Roerig Hardware is now in its new quarters in Amboy, Minn.

#### **MISSOURI**

Rains & Son, Fayette, Mon have been succeeded by the Fayette Hdwe.

#### **NEW JERSEY**

Jacob and Benjamin Stern have joined Barney Stern as partners in the new hardware business known as Stern's Hardware Store at 237 Bloomfield Ave., Montclair, N. J.

The Grollman Hardware and Paint store, Lakewood, N. J., is adding 500 square feet of storage and display room space to its present quarters.

#### **OKLAHOMA**

Jack Walker of Muskogee, Okla., has purchased the stock and fixtures of the Akers Hard-

#### **PENNSYLVANIA**

William S. Phenicie has sold his business to the William Phillips Hdwe. Co., 1033 Bedford

#### **TEXAS**

The Thompson Hardware Co., has opened a completely remodeled and enlarged store on East Lee St., Greenville, Tex.

Wayne Goodson, one of the owners of the Cherokee Hardware Co., Jacksonville, Tex., announced that his firm has purchased the H. L. Griffin Hardware Co. at Henderson, Tex., and will operate the business as the Cherokee Hardware Co.

#### CELLULOID CORPORATION ACQUIRES "VIMLITE"

The New York Wire Cloth Co., 500 Fifth Ave., has announced that effective, July 1, 1940, it has relinquished to the Celluloid Corp., New York City, all interest in "Vimlite", a glass substitute, and the Vitalite Mfg. Co. All orders or inquiries regarding this product should now be addressed to the Celluloid Corp., Vimlite Division, 180 Madison Ave., New York City.

D. D. Strite, who has been associated with the New York Wire Cloth Co., will be in charge of "Vimlite" sales for the Celluloid Corp.

HARDWARE AGE

## **VACATIONS**

## that hardware jobbers' buyers are planning

(Continued from page 45)

#### New Mexico

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SILVER CITY: E. Cosgrove, Inc., L. R. WHITMORE, buyer of glassware, dishes, sporting goods, on vacation, Sept. 1-15, motoring to Pacific Coast.

#### New York

ALBANY: Albany Hdwe. & Iron Co., WILLIAM J. BUCKLEY, buyer of automotive, boats and motors. camp furniture, sporting goods, toys, cameras, wheel goods, on vacation July 21-Aug. 5, motoring to Connecticut lakes and northern New Hampshire, for fishing.

NEW YORK CITY: Masback Hdwe. Co., Inc., J. O'NEIL, buyer of electrical supplies, major appliances, electrical appliances, anti-freeze, and clocks, on vacation Aug. 5-19, motoring; M. LYON, buyer of tools and cutlery, on vacation Aug. 12-Aug. 26, by train to Washington, D. C., on a sightseeing trip; D. La PENNA, buyer of seasonal goods, steel goods, wire cloth, netting, lawn fence, nails, shovels, screens, and screen doors, on vacation Aug. 19-Sept. 3, motor trip through New England; A. WILKENS, buyer of builders' hardware, drapery hardware, and plumbing supplies, on vacation Aug. 12-Aug. 26, motoring to Beach Haven, N. J., for fishing, swimming, and rest.

ROCHESTER: Mathews & Boucher, WILLIAM G. FISHER, on vacation, Aug. 14-Sept. 3.

SYRACUSE: Burhans & Black, Inc., LESTER O. HORN, buyer of sporting goods, on vacation Aug. 18-Sept. 2; J. L. BOND, buyer of builders' hardware, on vacation July 7-14 and Aug. 11-18, first week motoring to northern New York for fishing and second week to the New York World's Fair; HERMAN B. PILGER, buyer of general hardware, sheet metal, and house furnishings, on vacation Aug. 26-Sept. 3.



#### Ohio

CINCINNATI: Kruse Hdwe. Co., W. C. GROSS, on vacation July 29-Aug. 12. F. L. MILLER, buyer of bolts, heavy hardware, barrows, and ladders, on vacation July 4-22.

#### Oklahoma

OKLAHOMA CITY: Oklahoma City Hdwe. Co., E. R. AUFRICHT, buyer of sporting goods, hardware, and electrical appliances, on vacation Aug. 1-15, motoring to the Coast for the fishing.

#### Oregon

PORTLAND: Honeyman Hdwe. Co., L. J. RYAN. buyer of guns and ammunition, fishing tackle, athletic goods, on vacation July 1-15.

Marshall-Wells Co., E. O. RAUH, buyer of heavy hardware, nuts, bolts, rivets, bars, structural plates, etc., on vacation Aug. 15-Sept. 1, motoring to Yellowstone. H. M. WARD, buyer of wood and oil ranges, electric ranges, refrigerators, washers, ironers, wood and oil circulators, on vacation Aug. 15-Sept. 1, motoring to Wecoma, Ore. D. G. GRAY, buyer of paint and sundry items, on vacation July 1-15 by train to Duluth, Minn.



#### Pennsylvania

LANCASTER: Herr & Co., CARL H. BRILL, buyer of general hardware, lines, on vacation Aug. 19-26, motor tour through New England.

PHILADELPHIA: E. J. McAleer & Co., Inc., RICH-ARD J. AMBACKER, on vacation Aug. 24-Sept. 3, by train either to Maine or South Jersey shore resort.

#### South Carolina

CHARLESTON: C. D. Franke & Co., Inc., H. S. LESEMANN, buyer of fishing tackle, rugs and floor coverings, oil heaters and cook stoves, furniture, and household items, on vacation July 27-Aug. 12, motoring to the beaches and fishing.

#### Tennessee

KNOXVILLE: C. M. McClung & Co., Inc., GEORGE A. MARY, buyer of various hardware lines, guns, ammunition, sporting goods, on vacation Sept. 7-23,

#### Texas

EL PASO: Momsen-Dunnegan-Ryan Co., H. E. KING, buyer of cutlery, sporting goods, bicycles, guns and ammunition, electrical appliances, fishing tackle, flashlights, clocks and watches, and vacuum bottle jugs, on vacation Sept. 9-20, by train to Chicago and vicinity, combining business and pleasure.

GEORGE E. CRYSLER, buyer of stoves, and gas heating equipment, on vacation July 15-Aug. 1, motoring to northern New Mexico mountains for camping and fishing.

#### Utah

SALT LAKE CITY: Salt Lake Hdwe. Co., HOWARD PRICE, buyer of automotive accessories, electrical wiring materials, sporting goods, and cutlery, on vacation July 15-29, motor trip.



### July 11, 1940

#### **ADVANCES**

Range boilers. One line screen door latches. Certain stainless steel kitchen and hospital items. Some playing cards. Cast iron soil pipe, fittings.

Rope—Leading makers of manila and sisal rope have reaffirmed prices named March 1—for shipments through the third quarter. Plymouth manila yacht lariat rope also remains unchanged. The current season has been one of large, though late, demand for the popular-

priced farm grade manila ropes. Jobbers report that the late start of the hay rope season has thrown a major sales volume into late June and early July. The same tendency has been noted on hay tools, on sprayers, and on many farm accessory lines—starting with poor sales

and with a heavy rush during the past two or three weeks.

Furnace pipe and futings—Milcor Steel Co.. Milwaukee, Wis., has put out price lists, effective July 1, continuing January 24 discounts on galvanized and tinned furnace pipe and fittings. Dealers' discounts are 75 per cent on the staple selling sizes of galvanized pipes and elbows, and 70 per cent on the tin accessories and forced air fittings.

Range boilers—Prices have been advanced about 10 per cent on range boilers by leading makers.

Soil pipe, futings—Leading producers have increased prices on cast iron soil pipe and fittings about 7 per cent.

#### TREND OF INSTALLMENT TERMS OF 20 COMMODITIES, 1938-1939

	TYPICAL TERMS PREVAILING DURING 1938-1939				RANGE OF TERMS							
7.08					CONSERVATIVE EXTREME				LIBERAL EXTREME			
COMMODITY	Minimum Down Payment		Max. Terms (Months)		Down Payment		No. of Months		Down Payment		No. of Months	
	1938	1939	1938	1939	1938	1939	1938	1939	1938	1939	1938	1939
Mechanical Refrigerators Radios, Phonographs Støyes, Elec. and Others Other Kitchen Equipment Laundering Equipment Plumbing Supplies Oil Burners Vacuum Cleaners Sewing Machines	10% 10% 10% 10% 10% 10% 10% 10%	10% 10% 10% 10% 10% 10% 10% 10%	24 12 18 12 12 12 18 36 18 18	24 12 24 12 18 12 12 12 18 18 18	20% 20% 20% 20% 20% 10% \$25 20% 10% 25%	10% 25% 10% 25% 10% 20% 20% 25% 25%	10 6 10 6 12 12 12 6 6 6	12 6 12 5 10 8 12 8 10	None None \$1.00 None 10% None None None None	None None None None None None None None	36 24 36 24 36 24 36 24 36 24 30 24 24	36 24 36 36 36 18 36 24 24 24 24
Furniture Floor Coverings Draperies House Furnishings Blankets & Comforters Men's Coats & Suits Expensive Fur Coats	10% 10% 10% 10% 20%	10% 10% 10% 10% 20% 10%	12 12 12 6 3 12	12 12 12 6 6 10	33½% 33½% 33½% 33½% 33½% 33½%	33½% 33½% 25% 50% 33⅓% 33⅓%	3 3 3 10 wks. 5 mo.	3 3 2 10 wks. 3 mo.	None None None None	None None None None	24 24 24 10 18	24 24 24 12 18
Women's Cloth & Full Trimmed Coats Women's Dresses	20% 20% 20%	20% 10% 20%	6 3 3	6 3 3	33½% 33½% 33½%	331/3% 331/3% 331/3%	3 10 wks. 10 wks.	3 2 1	None None None	None None None	12 10 10	15 15 10
Children's Apparel Goods (Guns,	10%	10%	6	6	20%	25%	10 wks.	3	None	None	12	12
Golf Clubs, etc.) General Merchandise (items of small value)	20%	20%	6	4	331/3%	25%	10 wks.	1	None	None	12	12

Chart showing trend of installment terms N.R.D.G.A. stores, presented at the National Retail Dry Goods Association Credit Managers' annual convention, Cleveland, Ohio, May 29, 1940.

HARDWARE AGE

Cap screws, set screws-On July 1 leading makers renewed former discount schedules on cap screws and set screws.

Screen door latches-Prices on Wright screen door latches, made by Wright Products Mfg. Corp., Minneapolis, Minn., were advanced 10 per cent as of July 1.

#### **ADVANCES EXPECTED**

Competitively priced clocks, watches.

Clocks and watches-With the increased demand for popular priced wrist watches for vacation and outing wear, and the active sales of alarm clocks and low priced kitchen clocks there is the possibility of advances in prices. Some manufacturers state that prevailing quotations have been too low to return a profit on competitively priced grades of clocks and watches.

Wood heaters, stove pipe-The Milcor July 1 price list confirms January prices without change on its Airtite wood heaters, on fire shovels, tee joints, reducers, thimbles and rainproof roof saddles. Stove pipe and elbow items are lowered respectively ½ cent per joint and 5 cents per dozen from the January schedule.

Kitchen and hospital ware-On June 28, Lalance & Grosjean Mfg. Co., Woodhaven, N. Y., issued the following to their distribu-

"To meet current conditions, it has been found necessary to increase prices on certain articles in our Crusader lines, including Bain Maries, insets, pitchers, and spoons and ladles in L & G stainless ware. To offset these increases, we have, wherever possible, made reductions in prices where increased production has enabled us to decrease manufacturing costs. These reductions are mostly on outstanding hospital items, such as bed pans, urinals, basins and bowls." The company issued a new Crusader price list, effective as of July 1. superseding the one issued May 15, 1940. A revised price list for spoons and forks. illustrated in the company's sheet metal catalog No. 28 was also issued, this list superseding prices issued April 1, 1939.

Hot plates-The Kinsford Specialty Co., Philadelphia, Pa., announce that effective July 1, the list prices on its hot plates were lowered as follows:

Model 21 old list \$2.48, new list \$2.25 each Model 23 old list 3.00, new list 2.50 each Model 25 old list 6.00, new list 5.00 each

Distributors discounts, f.o.b. Philadelphia, are unchanged. \* \* \*

Playing Cards—A revised price list was issued by United States Playing Card Co., Cincinnati. Ohio, in effect July 1, with general changes. Playing cards in the lower priced bracket were advanced about 10 per cent, and some of the better quality lines have been marked up about 15 per cent. The recent heavy increases in paper stock, and the higher internal revenue taxes, are involved in these changes.

\* \* \*

Electrical goods-First quarter statistics on electrical goods orders, released recently by the Bureau of the Census, show that new bookings during the quarter (as reported by 78 manufacturers) amounted to \$238,845,964, as compared with \$197,654,216 for the first quarter of 1939. In these figures are included electrical motors, storage batteries, domestic appliances, industrial equipment, and other electrical apparatus and supplies.

Another recent statistical nouncement shows that factory shipments of household washing machines in May totaled 118,987 units, against 105,266 in May. 1939, an increase of 13 per cent. Five-month shipments totaled 665,442 units, against 613.984 last year, an increase of 8.4 per cent.

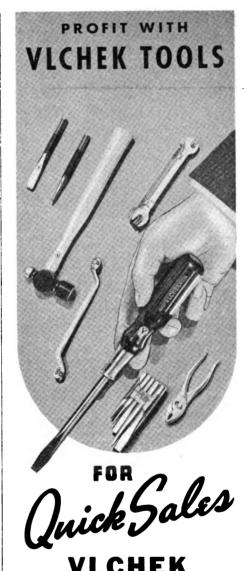
#### **DECLINES**

One line stove pipes, elbows. Certain hot plates. Certain builders' hardware items.

Some stainless steel kitchen, hospital items.

Plumbing equipment - jobbers mention the well-maintained call for bathroom and kitchen plumbing installations, both for new and old homes, and sales are generally reported about 20 to 25 per cent ahead of last year's comparisons. \*

Poultry supplies—Except as delayed by unseasonable weather, this year has been one of fair activity and good prices for poultry raisers. June sales of equipment have been exceptionally large. At



### **VLCHEK** SCREW DRIVER

★ A most attractive alloy steel screw driver made in the popular hammer head pattern with the blade extending through the handle to a steel button head. Blade of fine chrome nickel steel carefully heat treated and highly polished. No turning of blade or loose ferrules

because of secure pinning through ferrule, handle and blade. Handle of hard wood beautifully finished in

rubberoid.

Outstanding quality for pricing at a figure that brings you quick sales with reasonable profits.

THE VICHER TOOL CO. 3001 E. 87th St., Cleveland, O., U.S.A.





Our national advertising sends you new buyers for Handee, who become yeararound regulars for accessories.

Be sure to have this attractive Demonstrator on your counter—a steady profit maker it will pay you to keep right out in front. Requires only 2 sq. ft. space.

Handee is the original tool of its type and the leader today. More of them in use than all other makes combined, by mechanics, repairmen and hobbyists everywhere, because of precision performance, unequalled smoothness and safe speed.

Standard Model \$10.75 with 3 Accessories. De Luxe Model \$18.50 with 6 Accessories. Ultra de Luxe Set (De Luxe Handles and 27 most popular Accessories in metal carrying case) \$25.00.

Always have a sufficient stock of Handees and Accessories on hand to take care of orders promptly.

Write for Special Deals and Full Information on Accessory Counter Case.

CHICAGO WHEEL & MFG. CO.

Makers of Quality Products for 40 Years

1101 W. Monroe St. Dept. HA Chicago, III.

RYERSON CERTIFIED STEELS

## LARGE STOCKS . . . UNIFORM HIGH QUALITY IMMEDIATE SHIPMENT

Principal products include — Alloy Steels, Tool Steels, Stainless Steel, Hot Rolled Bars, Hoops and Bands, Beams and Heavy Structurals, Channels, Angles, Toes and Zees, Plates, Sheets, Cold Finished Shafting and Screw Stock, Strip Steel, Flat Wire, Boiler Tubes and Fittings, Mechanical Tubing, Rivets, Bolts, Nuts, Washers, etc. Write for Stock List. Joseph T. Ryerson & Son, Inc., Chicago, Milwaukee, Detroit, Cincinnati, Cleveland, Buffalo, Boston, St. Louis, Philadelphia, Jersey City.

the National Poultry Congress, to be held in St. Louis beginning the week of July 22, the poultry supply companies will announce any new items in their lines, and their opening 1941 prices probably will be learned.

Toastmaster sales—Sales of Toastmaster products for the first half of 1940 reached an all-time peak, according to W. E. O'Brien, sales manager, Toastmaster Products Division, McGraw Electric Co., Elgin, Ill. A special June bride promotion, launched in May, is credited by Mr. O'Brien with aiding the company to maintain its steadily increasing volume.

Automobile tires-Automobile shipments in May totaled 5,720,249 units compared with 4,800,251 in May, 1939. The Rubber Manufacturers Association said that large replacement shipments this season more than offset a seasonal decline in sales to automobile manufacturers. Replacement sales totaled 3,635,652 units in May, the largest number for the month since 1934. Shipments for original equipment totaled 1,998,735 units. May tire production totaled 5,415,314 units, a gain of 21.1 per cent over the 1939 months. Stocks on hand May 31 totaled 10,576,217 units, 10.9 per cent higher than last year.

Machine tools—Makers of shop and machine tools are under heavy pressure, in fact their rush started last fall. Heavy allied orders accelerated production from 72.6 per cent of capacity in August to 93.3 per cent in December. As the aircraft industry made greater demands for tools, the operating rate advanced in March and April, 1940, to 93.4 per cent, to slip back a trifle, to 92.5 per cent, in May as foreign orders leveled off.

Expansion of the tool industry to keep abreast of accumulating orders has been accomplished to some extent by adding plant space and personnel. Shortage of trained workers, however, has been the obstacle in the way of more rapid increase of output. For ordnance production, dies, gages, patterns, jigs and tools are needed to obtain accurate workmanship. It is stated that to prepare for the manufacture of a 75 millimeter shell, for example, about 1,250 gages and tools are required.

Pumps and plumbing lines— Fairbanks, Morse & Co.'s, Chicago, Ill., sales of small ejector type pumps, commonly used for home

\* \* \*

water systems, showed for the first five months of this year an increase of 100 per cent over the corresponding 1939 period.

#### PRICES REAFFIRMED

Manila, sisal rope. Furnace pipe, fittings.Cap screws. Set screws. Some wood heaters, etc.

Business keeps moving—The news of well-maintained retail sales keeps coming from nearly every quarter. As a consequence, ordering of hardware to replenish store stocks continues at more of a spring, than a summer, pace—with gains over last June the prevailing report. The backward spring is, at least in part, being compensated by a persisting seasonal demand for lines whose call is usually ended much earlier.

Plentiful moisture and good growing conditions are helping to foster and boost the yield of farm and garden crops, and fruits and vegetables, in their leading areas, are plentiful and fine. And right now there is more encouragement as to the export markets. Large farmers' shipments of corn and rye have left Duluth recently, bound for Britain, and a huge purchase of dry milk, 250 carloads, is under urgent negotiation. Very large orders for evaporated milk, for lard, and for other foodstuffs, are being placed for shipment across the Atlantic.

Farm spending-A chief recent worry to companies selling merchandise for farmers' use has been that lowered grain prices would tighten the farmers' purse-strings, but there is little sign of restricted buying as yet. Right through May, agricultural receipts have held up, and recently with less aid from government subsidy. Farmers' cash income from marketings and government payments in May totaled \$626,-000,000, compared with \$608,000,000 for the same month a year ago. Income from marketings totaled \$598,-000,000, compared with \$528,000,000 in May, 1939. Government payments in May were only \$28,000,000, about one-third as large as in May, 1939. The Department of Agriculture estimated cash farm income for the first five months of 1940, including government payments, at \$3,-243,000,000, compared with \$2,949,-000,000 for the same 1939 period.

## SALES OF 1,651 INDEPENDENT RETAIL HARDWARE DEALERS IN UNITED STATES May, 1940

SALES OF 1,001		May, 194	0			
	Number of	May, '40	nt Change May, '40	Мач	May	April
States by Regions	Firms Reporting	vs. May, '39	vs. Apr.,'40	1940	1939	1940
New England	. 68	+ 3.9	+30.6	\$ 769,368	\$ 740,474	\$ 589,31 32,60
Maine	. 8	+ 4.3	+55.1	50,571	48,472	
New Hampshire		+10.8	+50.1	175,815	158,673	117,09
Massachusets	34	+ 1.4	+22.7	406,747	400,958	331,50
Rhode Island		+ 8.6	+32.4	80,398	74,041	. 60,72
Middle Atlantic	160	+ 4.3	+26.9	1,076,925	1,032,493	848,68
New York	26	+11.4	<b>∔36.8</b>	156,499	140,510	114,4
New Jersey Pennsylvania		+ 2.8	+23.8	837,350	814,926	676,2
East North Central	465	+ 0.8	+18.2	2,508,271	2,489,405	2,121,4
Ohio	136	- 3.1 - 3.8	$+22.8 \\ +13.6$	749,956 265,316	774,094 275,913	613,6° 233,5¢
Indiana		- 3.6 + 4.3	+ 9.3	503,464	482,651	460,8
Illinois Michigan		+ 5.0	+30.5	251,363	239,463	192,50
Wisconson		+ 2.9	+18.9	738,172	717,284	620,9
Vest North Central		<b>— 0.2</b>	+10.5	977,320	979,480	884,5
Minnesota		$+ 2.7 \\ - 6.3$	+18.2 + 5.5	182,373 289,342	177,649 308,790	154.3 274.1
Iowa Missouri		+ 1.5	$^{+}$ 3.5 $+$ 14.0	188,627	185,878	165,4
North Dakota		+ 9.2	+12.0	27,274	24,982	24,3
South Dakota		+ 2.8	+24.7	117,866	114.643	04.5
Nebraska		+ 2.8 + 1.2	-1.8	159,946	158,112	94,5 162,9
South Atlantic	72	+ 6.4	<b>— 2.9</b>	485 <b>,19</b> 1	455,992	499,8
Delaware	*				•	
Maryland	•					
Dist, of Columbia	3.0	+ 5.8	<b>— 0.8</b>	89,367	84,486	90,0
West Virginia	*					>0 <b>,0</b>
North Carolina	•	111.7	1 07	70,017	60.600	
South Carolina		$+11.7 \\ + 6.1$	$\begin{array}{c} + 8.7 \\ + 1.1 \end{array}$	81,511	62,682 76,820	76,7
Georgia Florida	00	+10.0	- 5.6	144,925	131,785	80,6 153,5
East South Central	37	+ 5.9	+ 0.4	269,196	254,081	268,1
Kentucky		+10.1	<b>— 4.1</b>	120,860	109,766	105 0
Tennessee	~	+11.1	+ 4.4	102,907	92,658	125,9 98,5
Mississippi	•		• • •	• • •	•••	,
Fest South Central	123	<b></b> 4.5	+ 2.2	670,025	701,819	655.4
Arkansas	18	<b>— 9.6</b>	+ 0.4	87,842	97,216	655,4 87,4
Louisiana	. *	<b> 5.9</b>	+11.0	94.580		01,1
Oklahoma	<b>(0</b>	- 4.3	+ 0.4	458,797	100,529 479,208	85,1 457,0
	•••	. 16	1 47	024.460	010 ===	201,0
Mountain	01	+ 1.6 + 7.9	$+4.7 \\ +12.6$	934,469 216,735	919,515 200,872	892,2
Montana	43	+ 7.8	+ 5.1	159,221	147,633	192,4
Wyoming				106 400		151,5
Colorado		<b>— 7.9</b>	+ 2.2	136,489	148,181	133,5
New Mexico		<b>— 1.4</b>	<b>— 0.6</b>	280.351	284,418	202 6
Utah	•					281,9
Nevada		• • •	• • •	• • •		
Parific	340	+ 4.4	+ 5.4	1,902,517	1,822,226	
Washington	37	+7.4	+ 2.3	220,922	205,719	1,804,8 215,9
Oregon	. 37	$+10.4 \\ +3.0$	$+22.1 \\ +3.6$	238,764 1,442,831	216,226	195,50
California					1,400,281	1,393,30
TOTAL	1,651	+ 2.1	+12.0	\$9,593,282	\$9,395,485	\$8,564,56
Chicago, Illinois		+ 2.1	+16.5	68,016	66,585	58,3
Los Angeles, California	. 33	0.7 + 5.8	+ 1.1 +19.1	161,791 33,471	162,904	163,6
Portland, Oregon		+ 3.8	+23.6	33,798	31,641	28,10
St. Louis, Missouri	14	+17.0	10.9	128.819	32,551	27,34

Note while stores from these states are included in grand total, figures for these states are not shown on this chart because of insufficient data. Compiled by Bureau of the Census, U. S. Department of Commerce.

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## I Witnessed the German:



By J. K. BORCH Manufacturers' Representative

Two Norwegian policemen watch a detachment of the Nazi troops march through a street in Oslo.

(Acme)

LEFT the United States last December, having completed my business in this country and having no idea of what would happen.

On the 8th and 9th of April when the Germans invaded Norway, I was living in the city of Oslo. Heavy firing was heard outside of the city during the night of the 8th and due to the treachery of Major Quesling and his followers Oslo was taken entirely by surprise. No damage was done to the city itself, save on the outskirts where the airport was located, and where a few bombs were dropped.

Walking down to my office Tuesday morning, the 9th, I found German soldiers on guard around the radio stations, post office, custom house, etc. They were in full control of the situation. Major Quesling had established some kind of a government by himself, after the King had left the city that morning, for an inland city. He

gave out the proclamation that he would rule the country in cooperation with the German general. This form of government, however, did not last more than a few days, due to Quesling, who was unpopular among the Norwegians, a fact which the general realized.

#### Order in Oslo

The Germans in the city of Oslo acted correctly and politely but, of course, outside of the city where the fighting had started it was carried on in the regular German way. We were informed that we should go back to work and continue as before, but there were no cables, no mail and nobody there to buy anything. The banks closed due to a series of runs. The Germans established their own currency known as "Reich-Kredit-Kassen-Scheine" at the rate of 166.66 Kroner and they allowed us only about 100 Kroner a week

(about \$35.00). Business stopped and there were no imports or exports.

American citizens were instructed to report at government headquarters and the consul informed us that we might obtain visas from the consulate, also from Sweden, German and Italian consulates. No dollars could be obtained so we cabled to the American State Department at Washington through the Legation that we needed money to cover our passage to Genoa. Italy, from which point we had been informed that it would be possible to come back to the States.

I closed the door of my apartment and left everything I had behind. I put a man in charge of my firm, obtained all the necessary visas and left with my family on April 27 on the train for the Swedish border, We passed through Sweden to Trelleborg in



J. K. BORCH

HARDWARE AGE

## Occupation of Oslo

EDITOR'S NOTE: The author of this article, J. K. Borch, has been a manufacturers' representative in Norway where he has sold American hardware lines since 1930. Prior to the German occupation he represented the Millers Falls Co., Greenfield, Mass.; the Faultless Caster Corp., Evansville, Ind.; Vaughan & Bushnell Mfg. Co., Chicago, Ill.; The Wayne Pump Co., Fort Wayne, Ind.; Trimont Mfg. Co., Boston, Mass.; the Rennous-Kleinle Division (steel brushes) of the Pittsburgh Plate Glass Co., Pittsburgh, Pa., and The Estwing Mfg. Co., Rockford, Ill. Prior to 1930 he was associated with Marshall-Wells Co., Duluth, Minn., for 12 years.

the south where we took the ferry to Germany, reaching Sassnitz where we remained over night. We then continued through to Berlin. Munich and thence Brenner Pass into Italy and down to Genoa, arriving there on Thursday. We had to change trains several times and had little luggage as we were allowed to take only a handbag with us. We traveled by third class, no sleepers to be obtained and it was a very hard and tiresome journey. Thirty-six Americans made the trip together and we were all glad when we got aboard the Manhattan. Food aboard ship was excellent. Butter had been very scarce lately, particularly through Germany, where everything was given to you on ration cards which were obtained every morning on the railroad.

#### What of the Future?

l cannot understand what the future will hold for business in Norway when they will not be able to export any of their pulp, paper and other commodities or import food stuffs. That country is absolutely dependent upon importing and exporting. If the war is going to last for a very long time there will be a very severe winter for Norway for the fuel situation, even last winter, was very difficult. This is due to the fact that all the fuel must come from England and the ships on the way from England last year were torpedoed by the Germans.

Building materials, etc., will be

lacking as many of the hardware firms had only about three to four months' stock. The Germans asked that building be continued but how can they build when they lack material?

#### Return to America

I came back with my Americanborn wife and my two boys who were also born in the United States. The older boy is now acting as a chemist in Galveston, Texas, and my younger son was just going to finish his college course in Oslo but was unable to do so due to the fact that the Germans took over all the schools and colleges for living quarters. I would like to get something to do in this country. It is impossible to return to Europe now. I am an old hardware man in the United States, as well as in Europe, and I hope that somebody here will find some use for me.

I recognized many German soldiers who stood guard at various places in Oslo as men who had been working there for years. Even the general himself had lived at the hotel months before they invaded Norway. During that period he was supposed to be a traveling salesman and was known as Mr. Horst.

The German efficiency is remarkable. Everything is so efficient that nothing seems to be forgotten.

It is now four weeks since I came to the States and you know what has happened in the mean-time in Europe.





## New and Improved Merchandise—Display Helps—Sales Literature—

#### Eagle Padlock

No. 04864—has solid extruded brass body, case hardened steel shackle, special hard brass keys. Case is highly



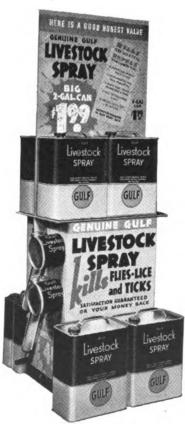
polished and lacquered with water drain hole, c a d m i u m-plated self-locking shackle, milled keys. Five pin tumblers, with practically unlimited key changes, maker states. Can be master-keyed. Case is 1½ in. wide. Shackle, 5/16 in. Water drain hole in case. Packed six locks per box. Eagle Lock Co., Terryville, Conn.

## **Electrical Equipment**

Colt's Patent Fire Arms Mfg. Co., Hartford, Conn., has issued a new catalog reference book for its line of electrical products. The book includes safety switches, circuit breakers, meter service entrance switches, multi-breakers, industrial control equipment, fuses and accessories, weatherproof service boxes, dimensional boxes and price list.

#### Livestock Spray Display

This new floor display stand developed by the Gulf Oil Corp., Pittsburgh, Pa., is furnished at no extra cost to each dealer who orders six 1-gal. cans and six 2-gal. cans of Gulf Livestock



Spray, and 12 1-qt. Continuous Model Gulf Livestock Sprayers. The sprayers can also be displayed on the base of the stand.

#### "Lad-R-Shu" Added To "Red Devil" Line

This Lad-R-Shu" added to the "Red Devil" line consists of a sturdy steel plate which is held firmly against



the sole of the wearer's shoe with strong leather straps. Device has a slip-proof bottom of long-wearing rubber matting and a specially designed, grooved arch to grip the ladder rung securely. This item will be distributed along with other "Red Devil" products through established wholesale, hardware, paint and glass trade channels. Landon P. Smith, Inc., Irvington, N. J.

#### Shelby Merchandising Kit

The Shelby Cycle Co., Shelby, Ohio, has issued the second in a series of four seasonal "File Folders" of advertising and merchandising material. The current folder contains material for a complete summer campaign featuring a tabloid size newspaper. Other items included are a poster, a selection of newspaper advertisements, model illustrations, a group of "Ad-Ideas" and a printed description of the "Shelby Girl," a motorized action-display for the window.

HARDWARE AGE





#### \$149 Refrigerator

This "Summer Special" 8-ft. refrigerator retails for \$149.95. It features the "Shelvador," "Freezor-cold,"



"Electro-Saver" power unit, special removable section of the bottom shelf to provide tall bottle space. A set of oven-proof pottery is being given with this model as an added sales stimulant. Crosley Corp., Cincinnati, Ohio.

#### Garden Court

Loads in standing position or tilts forward to sweep in leaves, cuttings, dirt, etc. Holds two bushels. Has roller bearings in wheels for easy op-



eration. Said not to tip sideways. Wood sides, 24-gage steel bottom and channel iron leg. Green enameled body trimmed in cream. Natural varnish handle with twin-shaped wood grips. Red wheels with cream stripping. Automotive-type nickle-plated snap-on hub caps. O. E. Thomson & Sons, Ypsilanti, Mich.

#### **Auxiliary Kitchen Heater**

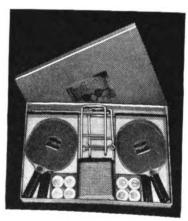
Designed to harmonize with any Hotpoint electric range and can be installed on either right or left, or in any convenient kitchen location. A return flue arrangement is said to give this



"Zephair" 40 per cent more heating efficiency. Control in heater top is accessible from the front. One model has a cast-iron lining for burning soft coal and wood; another, for hard coal, has a firebrick lining. Brass water coils or cast-iron water-front may be obtained for either heater, as optional accessories. Edison General Electric Appliance Co., Inc., 5600 W. Taylor St., Chicago, Ill.

#### Table Tennis Set

Includes four tournament size, fiveply pipped rubber bats. Blades are laminated, beveled edge, triple sealed,



varnished and polished, and have international size handles, heavy leather bound; Pyroxlin trim; heavy weight bracket with no sag, type net; eight American-made balls, one set of rules. Packed in display box. List price, \$7.00. Harvard Table Tennis Co., 60 State St., Boston, Mass.

## "Super-Force" Drain Pump

Maker states by adding four inches to the bell and changing shape, additional power is provided to force all obstacles through drain or pull them up



where they can be removed. Suggested retail selling price, \$2.95. Air Force Plunger Co., 509 N. Wells St., Chicago, Ill.

#### "Ced-R-Wood"

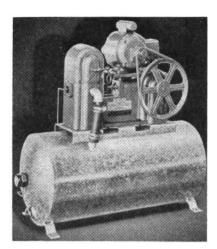
For refreshing the inside of cedar chests, wardrobes and cedar paneled rooms; also for fibre boxes, paper bags and clothing containers. Maker states it is also a preventative treatment against moths and other insect pests. Applied preferably with a hand sprayer. To impregnate wood and wall-board insulation, an equal volume of kerosene



is said to assist penetration and to give better distribution. *The Sparhawk Co.*, Sparkill, N. Y.

#### New Vitamin B, Products

"Vita-Flor" is a solution of Vitamin B1 and other known factors of the Vitamin B complex, vital to plant growth. It is a product designed to help plants develop sturdy, robust roots and larger more beautiful blossoms. Maker states experiments conducted by scientists and professional growers indicated that Vitamin B1, when used in conjunction with the other known vital plant growth factors, has frequently produced better results than when used alone. In the one illustration, roots on one plant were soaked 48 hrs. in ordinary water before planting-plant has not broken dormancy during the month period. In the other illustration, roots of the plant were soaked 48 hrs. in vitamin solution before planting-it developed in new shoots and foliage. National Oil Products Co., Harrison, N. J.

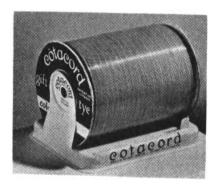


#### **Suction Pump**

Suitable for installation where water source is a shallow well, lake or cistern and where maximum lift is no greater than 22 feet. Operated by electric motor with automatic controls. Made in 250-gal.-per-hour and 350-gal.-per-hour capacity. Units come separately or mounted on a 20-gal. tank. The Heil Co., Milwaukee, Wis.

#### **Decorative Tying Cord**

"Cotacord"—coated with a plastic material said not to chip or peel off and yet is completely flexible and easy to knot and tie. Comes in a variety of colors, including pastel shades and



crystal clear. Packed in a self-dispenser spool, provided with its own cutting device. Sample cards, showing color range, are available. Freydberg Bros., Inc., Stamford, Conn.

#### Cabinet Sink Unit

This model, known as the 54-in. Stylist unit is 54 in. long, 36 in. high and 24 in. deep. Has two drawers (one for cutlery), four doors and takes a ledge mounting faucet with spray and 4-in. crumcup strainer. Sink is a single bowl, double drainboard model Cabinet has a 4-in. recessed toes space and a recessed knee space for easier and more



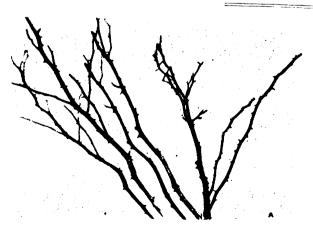
comfortable working at the sink. Cabinet has standard YPS handles of exclusive design and are heavy brass chrome plated. Youngstown Pressed Steel Division of Mullins Mfg. Corp., Warren, Ohio.

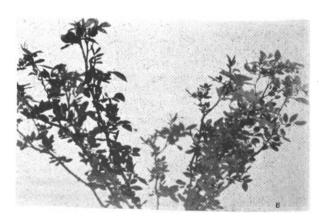
#### **Gun Cleaning Patches**

Frank A. Hoppe, Inc., 2314 N. 8th Street, Philadelphia, Pa., has issued a new folder which is a sample patch book. This book in addition to containing actual samples of the various patches in the Hoppe line, contains illustrations and descriptions of other items of the company's manufacture.

#### **Tool Catalog**

The Forsberg Mfg. Co., Bridgeport. Conn., has issued a new general catalog featuring the complete line of Forsberg "Whale" and "Viking" tools. There are 64 pages illustrating the tools in colorful illustrations, describing the salient points of each and giving general helpful and valuable data to metal cutting tool users. Arrangement of pages is designed so as to place the class numbers and list prices near the outside of the page. "Whale" tools are identified by orange page border and "Viking' tools by green page border.





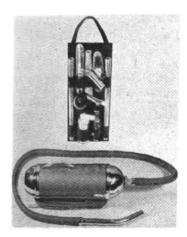
#### Multi-Job Cleaner for Home

Described as a complete home cleaning service because of the many functions it performs, a new cylinder-type vacuum cleaner known as the "Pace-

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maker" is announced by the merchandising division, Westnghouse Electric & Manufacturing Co., Mansfield, Ohio. In addition to cleaning rugs, it does many other cleaning jobs in the home, including: cleaning linoleum, hardwood floors, upholstered furniture, draperies, walls, overall dusting, cleaning lamp shades and venetian blinds, shampooing of rugs, spraying of insecticides, spraying paints and lacquers, spraying liquid wax on linoleum and wood floors, moth prevention, and purification of air. The cleaner cylinder is all-steel, finished in a baked-on gray hammered effect, and the ends are of polished chromium. The cleaner stands on end for ease of removing dust. Has a 26-ft. cleaning radius. All tools are protected by soft rubber bumpers. Complete with all necessary attachments, the cleaner retails at \$59.95.

#### Rubber Whiskbroom

"Rub-Whisk"—made of soft sponge rubber, reinforced in the center, and said to pick up dirt, dust, powder, lint, hair or fuzz with simple brushing motion



May be rinsed in luke-warm, soapy water. Comes in seven assorted colors and retails for approximately 50 cents. The Joe Weil Associates, 30 Rockefeller Plaza, New York City.

#### "Fluralamp" Adapter

For universal fluorescent. Makers recommend it for all general and concentrated lighting purposes. Adapter is a self-contained, completely wired unit that is as easy to install as inserting a light bulb. Finished in attractive steel gray wrinkled finish on out-



side and white enamel inside. Made in two sizes, 24 in. and 18 in. Eagle Electric Mfg. Co., 59 Hall St., Brooklyn, New York.

"Hi-Gloss Handy" Waxer



Designed for quick and easy application of any no-rubbing floor wax. Container is filled with wax, trigger is released and wax is spread. Yarn spreader is renewable and retails for 25 cents. Suggested retail selling price of pint capacity waxer is \$1.00. S. Lowe & Sons Co., Fairfield, Conn.

# Cash-in

ON THE WIDE DEMAND FOR ACME CORRUGATED FASTENERS



Making screens; cabinets; other wooden articles; repairing furniture

There's a wide demand for this handy item! Nearly everyone who works with wood can use them—homeowners, carpenters, cabinet makers, etc. Displayed in a convenient, attractive carton, Acme Corrugated Fasteners will provide the eye-appeal to attract your customers . . . will prove to be one of the best extra-salesgetters you've ever handled.

Acme Tack-Point Corrugated Fasteners are used for repairing furniture, making screens, cabinets and other wooden articles. Available in two types, parallel and divergent, Acme Fasteners assure easy driving and stronger joints. The sharp cutting edges penetrate, but do not crush the wood fibres. The divergent feature draws the two pieces of wood closer together.

lj your jobber can't supply you, write us direct.



## PACKAGED IN 3 POPULAR SIZES

There are 50 fasteners of one size to a box— 1/2 x4, 1/2 x5, or 1/2 x5. The display carton contains 12 boxes. For larger requirements: standard cartons of 250, 500 and 1000 fasteners; boxes of 100 fasteners, 10 boxes to a carton; and in 100-lb. kegs.

## ACME STEEL COMPANY

General Offices: 2838 Archor Ave., Chicago, III. Branches and Sales Offices in Principal Cities

MAIL THE COUPON
FOR FREE SAMPLE BOY

THE BOX
Acme Steel Company, 2838 Archer Ave., Chicago, Ill.
Send me, without charge, a sample box of Acme Tack-Point Corrugated Pasteners.
Name
Address
CityState





AXES and HATCHETS

#### Single Bitted Drawer Locks

No. 1978, cylinder cast. 1/8 in. di-Regularly furnished with nickel plate and polish finish to face. Operation, 180 degrees key turn, key





withdrawing in both locked and unlocked position. Steel bolt, 11/32 in. throw, cadmium plated. Five disc tumblers. Two brass nickel-plated keys to each lock. Two hundred different changes regularly furnished. Key changes all alike, keyed alike in sets, if specified. Can be furnished with 200 different key changes, master keyed at additional price. No. 1970, solid cast-1/8 in. diameter. Bright nickel finish. Heavy brass bolt, 11/32 in. throw. Five disc tumblers. Two brass nickelplated, embossed keys to each lock. Chicago Lock Co., 2024 N. Racine Ave., Chicago, Ill.

#### **Small G-E Refrigerator**

This LB4 unit replaces the JB4 as a standard unit for small residences and apartment houses. Has same width and approximately same height, but has



4.2 cubic-foot greater capacity; 50 per cent greater frozen storage capacity; twice as much bottle space; superfreezer can hold two pounds more of ice cubes if desired. General Electric Co., Bridgeport, Conn.

#### Milcor Price Book

A new price schedule for the complete Milcor line of sheet metal building products and fireproof building materials is now available from the Milcor Steel Co., Milwaukee, Wis. Indexed and bound in an attractive pocket-size handbook, are prices and dealer discounts for the complete Milcor line of rain carrying equipment; roofing and siding materials and accessories; ventilators and skylights; farm specialties; metal ceilings, cornices and walls; furnace pipe, fittings, and accessories; stove pipe, bake ovens, and "Airtite" heaters; metal lath, metal trim, and other fireproof building specialties.

#### Parker-Kalon Assortments

Parker-Kalon Corp., 200 Varick St., New York City, is making available through hardware wholesalers five assortments of its merchandise. Each package acts as its own counter display, and occupies only a few square



inches. The newest of these assortments are the cap nut and thumb screw assortments which have been added to those assortments previously offered — wing nut, file handle, and repair plugs. No. 60 Assortment of cold-forged cap nuts, contains 60 of various sizes. Dealer's cost, \$1.25; average retail value, \$3.50. No. 100 Assortment of thumb screws contains 100 cadmium plated screws of various sizes. Dealer's cost, \$1.50; average retail value, \$3.60.



#### Cory Tray Set

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Er: ter ès Cory now offers the Royal Deluxe Tray Set. The tray is equipped with a Cory Royal Coffee Brewer and glass



cream pitcher and sugar bowl, hand decorated with platinum striping to match the brewer. The tray is beautifully carved from genuine birds eye maple and is given a special highgloss finish impervious to moisture and stain. Four deep compartments provide for hors-d'oeuvres, jam, crackers, relishes, cakes and sweets... the refreshments served with hot coffee or tea. Class Cofiee Brewer Corp., 325 N. Wells St., Chicago, Ill.

#### Reflecting Numbers

Are of all-metal construction—no glass. Reflector metal is said not to tarnish or rust and to retain its reflectivity indefinitely. Green and black baked enamel finish. Furnished as-



sembled or unassembled. Keyed set screw holds head and post firmly together. C. H. Hanson Co., 303 W. Erie St., Chicago, Ill.

## Corbin General Catalog

No. 28 features complete sectional indexing by tabs; book divided into 21 sections according to material; each section set off by divider sheet with visible index tabs. Each divider sheet has table of contents for that section. All information, throughout the book, is listed in tabular form with item numbers in bold face, to permit easy location and comparison of items and factual information. Loose-leaf binder allows new pages and corrections to be easily and quickly inserted. Appearance of catalog has been improved by

using a finer, coated stock which reproduced illustrations with greater detail and accuracy. A section in the front of the catalog explains the advertising and merchandising aids available to dealers. P. & F. Corbin, New Britain, Conn.

#### Stewart-Warner Ranges

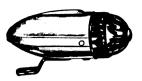
Five electric ranges comprise the 1941 line. Features are "Thrifty Heat" units and controls for surface cooking, incorporating flexible, smooth-turning dials by means of which any temperature may be selected up to the topmost heat provided; "Duo-Matic" preheat control, automatic setting of baking switch to permit oven to be preheated and ready for baking or special baking in one consecutive operation; greater cubic

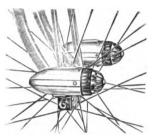


content of oven interiors; five-way timer to control automatically cooking time in oven or surface unit, convenience outlet, "Econ-O-Way" cooker, or surface unit and cooker in combination. Many convenience features have been added to the line, such as signal indicators, automatic interior oven light, self-cleansing oven vent, six-quart deepwell aluminum cooker. Stewart-Warner Corp., Chicago, Ill.

#### Bicycle Accessories

Delta "Raylite," a one-cell bicycle headlight; "Sentinel," a bicycle tail light to match, and "Signalite," a pair







of safety bicycle running lights that match the headlight and tail light. Delta Eletcric Co., Marion, Ind.

#### **G-E Clocks**

Eight new clocks added to line, including four new alarm clocks, three new kitchen wall clocks and an inexpensive nautical model. The design of the latter, the "Navigator," No. 3H-98, is a ship's wheel in a light brown plastic case. Spokes are gold in color (two serving as legs) as are the star decoration, bezel, and motor housing. Clock stands 75% in. high and is priced at \$5.95. The four alarms range in price from \$5.95 to \$7.95 and from distinctly feminine styling to sturdier models. The kitchen clocks have a price range from \$3.95 to \$5.95. General Electric Co., Bridgeport, Conn.



JULY 11, 1940

GE



Everyone instantly recognizes its utility. Advertising in Better Homes & Gardens, The American Home, The Flower Grower, Horticulturist and other national magazines is creating increased sales daily. The "Handi-Cart," sturdily built to stand abuse, handles

up to 300 pounds easily.

lifting, stooping. Invaluable around garden, yard and garage. Every "Handi-Cart" guaranteed. If your jobber cannot supply, order diseast from factory. direct from factory.

Live Dealers and **Jobbers Wanted** 

Write er wire new for cem-piete description and trade discounts.

MASTERS PLANTER CO. 4029 West Lake Street, Chicago, III.

## There's a Mine of Information

vitally-important facts, live merchandising ideas and sales - producing methods in HARD-WARE AGE. Make it a habit to read your business paper regularly and thoroughly.



#### Window Cleaning Seat

May also be used as a garden swing and repair device. Weighing approximately six pounds, it is said to be able



to sustain a load of 625 lbs. folded it occupies small space. Easily attached to window. Mounting hooks are of special alloy steel. Has two small hooks on sill and two button rivets on brackets to prevent device from sliding back or sideways. Each device comes with sufficient hooks for five windows; simple hole wrench to turn in the hooks and directions for placing and fastening hooks. The "Pal-Mos" Mfg. Co., 2191 W. 59th St., Cleveland, Ohio.

#### Plastic Clothespin

A new type of clothespin, "Klipit," made of cellulose acetate, a plastic product, is announced by the Detroit Macoid Corp., Detroit, Mich. According to the manufacturer, "Klipit" is light in weight, easily handled, compact, economical and sanitary; its hard, smooth surface will not absorb dirt. "Klipit" is said to have positive gripping action that not even a strong wind can dislodge and that it will not tear or pull the finest fabrics such as silk stockings or other delicately textured materials. Maker states that while it holds clothes



tightly it will not leave marks or creases in dried garments. "Klipits" will come packed one dozen in a box and will be made in several brilliant. translucent colors

#### Flexible Shaft Machines

Catalog No 40 covers the various new Stow flexible shaft machines under such headings as truck models, adjustment models, and radial arm models. Catalog is divided into four sections, illustrating the various machines, covering attachments such as hand pieces, angle heads, etc., applying to accessories such as grinding wheels, buffs, etc., and relating to flexible shafts only together with horsepower and torque tables. Stow M/g. Co., Binghamton,

#### Paint Brush Preserver

Is an all-metal container designed to suspend paint brushes at correct depth in individual compartments holding



paint solvent or preserving fluid. Provided with a wringer to clean each brush before and after using. Individual brush clips hold brushes. Made in two sizes with five and three-brush compartments. Yenne & North Mfg. Co., P. O. Box 362, Wooster, Ohio.

#### Rar-Out Lox

Maker states this lock has an immovable bar and cannot be forced or picked, filed or sawed. May be used



on casement windows, double hung windows as sash lock or open window lock, as a surface dead bolt on back doors or screen doors and on French doors. Comes in three plates, nickel, bronze, or brass and complete with screws and strikes (single and double) to retail for 25 cents. Bar-Out Lox Co., 3429 E. Olympic Blvd., Los Angeles,

#### Hack Saw Blades

These soft center hack saw blades are of tungsten alloy steel with extremely hard teeth for quick cutting. Have hard back edge for rigidity, with



soft center to provide flexibility. Maker states these blades will stand much abuse and are economical because of long life and their ability to stand up under strains and stresses. Counter display is bright red and blue, and provides selling features and specifications of the blades. Assortment consists of one gross blades. G. W. Griffin Co., Franklin, New Hampshire.

#### **Kelvinator Electric Range**

Model ER-28 has been added to the 1940 line and carries a suggested delivered-in-the-kitchen price of \$129.95 anywhere east of the Rocky Mountains. Range features one-piece welded construction, porcelain-enameled inside and out; cooking top of one-piece, acid-resisting porcelain enamel with back splash and back shelves; oversize,



two-unit oven, 16 by 16 by 19 in.; fivespeed Kelvinstor Chromalox surface units, which have two heating areas that can be energized separately; sixquart Scotch kettle, complete with a five-speed Kelvinator unit. Kelvinator Division, Nash-Kelvinator Corp., Detroit. Mich.

#### Ironer

Model 518-C features adjustable bimetalic disc type thermostats and the introduction of two speeds to the floating roll. The two thermostats are located at either end of the shoe to afford more positive control. A fast speed is provided for normal ironing and a slow speed for the convenience



of beginners. Controls may be operated by knee or finger-tips. Apex Rotarex Corp., 1070 E. 52nd St., Cleveland, Ohio.

#### Decalcomania

These new Decalcomanias were designed by Tony Sarg. Each is put up in a Cellophane envelope, bearing full



instructions for application and blotter for applying it. A "Junior" assortment consists of one gross of assorted decals in 12 designs. The "Senior" assortment consists of two gross decals in 24 various designs. Both assortments are 10-cent retailers. Display box with each assortment. Harry Ratner Decalcomania Co., Maspeth, N. Y.



SPEED

LOAD

CALKING GUNS

CKLANBURG

DUNCAN CO.

OKLAHOMA CITY, OKLA



Pioneers of Practical, Efficient Calking Loads Give You-

### THE **PERFECT** LOAD

The Most Practical and Efficient Calking Load On The Market

#### NO LIDS To REMOVE

Hands Never Touch Compound

Easiest Load in the World to use.

Solid Pack-No Air Pockets to Clog gun with dried out, Chunky Compound

Special Air-proofed container, practically Vacuum packed

Guns of 2" dia. barrel handle this new load

All you have to do is, drop load into gun, slice off seal in top, replace cap.



The perfect load for calking guns. messy lids to remove. Only place calking touches gun is the Inside of nozzle. And each load packed with Genuine Nu-Calk Calking Compound — the quality standard.

10% More Calking in each load—



10 Loads to Carton (Previously Packed 8 Loads to Carton)

#### MACKLANBURG-DUNCAN CO. MANUFACTURERS

OKLAHOMA CITY, OKLAHOMA \_\_\_\_\_





ILLIAM STACY, partner in the retail hardware firm of Stacy & Morely, is walking leisurely down the street enjoying one of the rare, clear days of early summer. Turning the corner, he spies his partner, Frank Morely, standing in front of a service station. Morely seems to be deep in thought and does not notice his partner's approach. Finally, it becomes too much for Stacy.

STACY: What's on your mind, Frank?

MORELY: Just looking at this service station, Bill, wondering how much oil business it does.

STACY: What put the idea of oil in your head?

MORELY: An article I read in the June 27th issue of HARDWARE AGE. The title, as I recall it, was "Oil Is More Valuable Than Gold!" It told a mighty interesting story of the importance of oil throughout the world and how the hardware dealer had let the package and bulk oil business get away from him.

STACY: That's right, it has slipped away from us. And right now it looks as though the service stations had what we used to have. Too bad we can't get those sales back.

MORELY: That's what I thought until I read that article. There are a lot of fellows who change the oil in their cars and tractors themselves. And those fellows are the ones we should go

after. This article told some of the ways in which we could turn those fellows into customers for oil in packages up to the two-gallon size at least. Mighty interesting if you ask me.

STACY: What else did you read in that issue?

MORELY: Well, there was a short article about a firm that sells \$1,500 in electrical supplies and lamps every year in a town of 1,500... one dollar in sales for each inhabitant.

STACY: Anything on that series "Modernizing the Hardware Store"?

MORELY: Quite an article and it's good all the way through. Describes the modern housewares

and paint departments this time and does a bang-up job of it, too. I never miss that series and I guess you don't either.

STACY: I'd be a bit of a chump if I did. There's no soft soap in that series—it's good, solid meat all the way through. What else was there?

MORELY: Well, there's a mighty good article on a firm in Pennsylvania that departmentized its store by using pine-paneled partitions and making each department a completely separate section. No mix-up, but a place for everything and everything in its place. The idea seems to have been pretty well received by the customers, too. They all seem to like it. Then there was another article that corrected the general impression that June was the only month in which weddings were to be taken seriously by retail dealers. From the evidence submitted, every month in the year is a good month for weddings. Keep that in mind and we'll be selling gifts all the time.

STACY: Any more of those pages showing manufacturers' display helps?

MORELY: Yes, three of them, and all mighty interesting to any hardware dealer. And, by the way, there was another interesting feature. Told about the vacations the jobbers were planning. Say, speaking about vacations, when are you going on that fishing trip?

The partners walk off down the street.

### Sales Follow Rural Electrification

I T has been estimated that the average farmer invests approximately \$300.00 in wiring and appliance merchandise during his first year as a user of electricity and this opens up splendid new business opportunities for retail hardware merchants.

What kind of appliances did these new users of electricity purchase? Irons were bought by 84.2 per cent,

Editors' Note: — From a talk by George D. Munger, director, Utilization Division, Rural Electrification Administration, before the Indiana Retail Hardware Association annual convention, Indianapolis, Ind., Jan. 31, 1940.

radios by 82.4 per cent, washing machines by 58.9 per cent, refrigerators by 32.3 per cent, toasters by 31.0 per cent, vacuum cleaners by 21.3 per cent, hot plates by 19.2 per cent, pumps by 18.5 per cent, motors up to one horsepower by 18.2 per cent, and cream separators were purchased by 14.0 per cent.

REA has lent money to finance 688 projects as of January 1, 1940. representing a total of \$273,000,000. At this time approximately 400,000 farm families were receiving current from these lines. Projects now complete or under allotment will make electrical service available to more than 750,000 consumers.

## What Sporting Goods Mean to the Hardware Dealer

(Continued from page 40)

guns. Others say that while dealers are not satisfied with the margin of profit, if they were given more profit, they would not keep it.

But I know that dealers are interested in stocking guns if they can be sold at a profit. With the exception of the low-priced .22 caliber rifles, dealers are not complaining about the margin of profit. They are complaining because the margin is not being maintained.

We all know that the greater assortment of goods the dealer carries, the more he is likely to sell. The more he sells, the more volume for the manufacturer, and the more volume the lower the cost. Therefore, after this plan is in operation, if the profit set-up is still unsatisfactory, manufacturers could then increase the profit margin. I believe that if manufac-

turers could be assured that retail dealers will support them by carrying larger gun stocks, they would certainly be inclined to take advantage of the Tydings-Miller Law.

Regarding ammunition the story is somewhat different. Because of freight costs, the prices vary so that fair trade contracts would be an almost impossible task. But let us make a start. Let us try first with guns, and let us do it right. We must do more than just print a fair trade list. We must back up the contracts with a few prosecutions. It can be done, and it is being done by manufacturers outside of the sporting goods business.

Believe me, when I tell you again the sporting goods' business offers you great possibilities. There is no limit to what you can do with it, for we have been educated to believe that it "pays to play."

## The Marine Department Has the Situation in Hand (Continued from page 23)

the season advertising was a newspaper ad used last April which invited boating fans to the store. Such items as steering wheels, mooring buoys, anchors, bow lights, horns, whistles, and other signalling devices and even the "latest style officers' caps with insignia" were illustrated. Skippers were invited to "Fit out your boat for the spring. We'll provide you with equipment from lamp to motor, from bell to battery. You'll get the most out of your boat if you make it shipshape. Here's how. Buy now-for a longer season of boating enjoyment." The same ad made a bid for the sale of boats, canoes, outboard motors, priced from \$51.25 and up, etc. A smaller ad in June calling attention "National Outboard Motor Week, June 8 to 16," made a particular bid for sales to the fellow then depending on oars for pushing his boat through the water. It suggested that owners of rowboats, "Enjoy every thrilling moment on

the water. Get into a powered boat and double your fun and breeze along. Use a Johnson motor and your rowing troubles are over."

#### Retail Trade Facts

TOTAL retail trade in 1940 is estimated at approximately 40 billion dollars according to an article in the April, 1940, issue of Journal of Retailing entitled "How Much Do You Know About Retail Trade?". Other interesting information was:

- 1. There are one and a half million stores in the United States.
- 2. Retail trade declined 50 per cent from the high of 1929 to the low of 1933.
- 3. Chain stores do about 23 per cent of the retail business.
- 4. Department stores do about 10 per cent of the retail business.
- 5. Retail stores of mail-order houses are showing the most rapid growth.
- 6. The average family spends \$320 annually in food stores.



#### ARMSTRONG BROS. TOOL CO.

"The Tool Holder People"

314 N. Francisco Ave., Chicago, U.S.A. Eastern Warehouse and Sales: 199 Lafayette St., New York



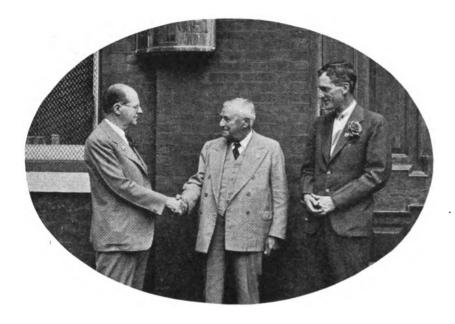
#### THE PAINE CO.

2963 Carroll Ave.

Chicago, III.

New York Warehouse & Sales: 48 Warren St.

## Henry Disston & Sons, Inc.



Luke Frazer, 83-year old resident of Talladega, Fla., and for many years a Disston salesman in the South is greeted by S. Horace Disston, left, president, and by Jacob S. Disston, Jr., right, vice-president.

NE of the best known names in the hardware industry, Henry Disston & Sons, Inc., Philadelphia, Pa., this year is celebrating the 100th anniversary of its founding. In impressive ceremonies at the company's 65-acre plant, S. Horace Disston, president, dedicated a memorial gate on the Disston Athletic Field before an assemblage of some 1000 people.

Disston officials sealed one stainless steel box into one of the pillars supporting the wrought-iron memorial gate. In this box were six handsaws in models from that in 1874 to the latest design with a plastic handle; a dozen hack saw blades: a dozen files; a circular saw; a pruning saw; a groover and inside cutters, and assorted Disston literature. Beams across the memorial gate were cut by William L. Disston, Jr., the first of the fourth generation of the Henry Disston family, who is being trained thoroughly in the shops, as were all Disston executives. S. Horace Disston, W. D. Disston, vice-president, and Jacob S. Disston, Jr., vice-president, looked on.

As part of the ceremonies, R. T. Nalle, second vice-president in charge of manufacturing operations, awarded a service pin set with diamonds to Disston's "grand old man," George Metzger, 83-year old foreman of the blacksmith shop, who has

seen 70 years of active employment with the Disston organization.

In addition to Mr. Metzger's long years of service, there are two employees who have worked for the company for 60 years; 58 have worked for 50 years, and there are also several families of grandfather, son, and grandson working in the plant today.

President Disston's dedicatory remarks took such employee-loyalty in stride. He said, in part: "There are good reasons why Henry Disston & Sons, Inc., has accomplished 100 years in business, and I glow with satisfaction in the belief that much can be attributed to the continuation of the traditions handed down by

Henry Disston—the solidarity and loyalty of the organization, the goodness of the products, and the fine spirit of cooperation that always has existed between the company, the staff, and the workmen.

"Henry Disston stood for fair dealing," he said. "He gave a square deal and looked for one in return. He put his best into his job, and asked no more of his workmen. Service to his country, service to his customers, and service to his fellow man were his cardinal principles.

"The world is badly out of gear. There is too much greed; too much selfishness; too much 'I' and not enough 'we.' The other fellow has feelings and rights. Let us be tolerant, considerate, and our hearts filled with faith, hope, and charity. It is in this spirit that we dedicate this memorial gate in the name of Henry Disston, and in the names of Disston workers, who have gone to the great beyond, and to those today



This array of Disston products in a stainless steel box was sealed in the memorial gate at the Disston Athletic Field.

## 100th Anniversary

Wm. L. Disston, Jr., the first of the fourth generation, sawing open the beam across the wrought iron memorial gate.



who are striving to make the world a better place to live in."

In still another phase of the observance of its 100th anniversary, the Disston company is bringing up to date its certificates in the 25-Year Club. Hardware retailers who have sold Disston saws for 25 years or more are eligible. This club has more than 1000 members.

From its humble beginning in the cellar of a building in Bread St., near Second and Arch Streets in Philadelphia, the company has grown to its present stature where it



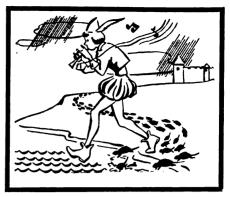
Disston's "grand old man," George Metzger, is 83 years old and has been with the firm for 70 years.

manufactures over 5,000,000 saws and blades a year. Its 2000 products spread into many fields, while there is scarcely a country that does not know Disston merchandise.

By 1855, Henry Disston had built his own furnace and cast the first crucible saw steel ever made in America. In 1865, he began the manufacture of files and today Disston makes 250 kinds of files in more than 1000 different cuts and sizes. In 1874, Henry Disston designed the skew back saw. The first 18-inch metal cutting saw was produced by Disston in 1889, while in 1894, Disston made the first machine hack saw blades. The first heat of electric tool steel of crucible quality was cast by Disston in 1906, and in 1919 the company introduced the sectional interlock inserted tooth milling saw for which, in 1922, it was awarded the Franklin Institute Medal.

Disston, in 1924, made the first 110-inch spiral inserted cut-off saw for cutting single bolts from the large logs on the Pacific Coast. Each saw weighed 675 lb. and each had 190 teeth. Another innovation came five years later when the Carboloy-fitted saws and knives with cutting edges tipped with Carboloy were introduced. More recently in 1935. Disston developed the hand saw with a new type handle made of molded material, and again in 1939 the company introduced a complete line of thin planer knives.

With this heritage of pioneering, experiment, and achievement, the Disston firm is looking forward to its second century of progress.



THE MODERN
PIED PIPERS
are the

### BETTER BRAND

MOUSE and RAT

### **TRAPS**

WRITE US FOR FOLDER OF COMPLETE LINE AND NAME OF JOBBER—ASK YOUR JOBBER TO SHOW YOU OUR NEW STEEL MOUSE TRAP—RETAILS FOR FIVE CENTS.

MCGILL METAL PRODUCTS CO.
DEPT. 151
MARENGO, ILLINOIS



## Louisiana Opposes Labor Bills Detrimental to Hardware Trade



Left to right: C. E. Vetter, vice-president; D. O. Mansfield, secretary-treasurer, and H. L. Lagarde, president.

LOUISIANA'S Retail Hardware Association, told that "We're all in politics up to our necks, whether we like it or not," took the warning seriously and, at the closing session of its 23rd annual convention in Alexandria, La., June 20-21, adopted resolutions opposing all Louisiana legislative labor-regulation bills "detrimental to the retail hardware industry."

The warning was sounded by Fred C. Barksdale of the Brown-Roberts Hardware Co., Alexandria, who, as principal speaker at the association's annual banquet, declared that, "Since we're in politics, it behooves us to fight for clean politics."

Mr. Barksdale called upon the dealers to help "turn the spotlight of publicity upon all government" so that the citizens of Louisiana might never drift into a state of "apathy" again. He referred to conditions which existed prior to the recent ouster of the Long political machine.

"Louisiana," he said, "today stands upon the threshold of a glorious future if we, her citizens, guard and protect her."

H. L. Lagarde of New Orleans was elected president of the association to succeed Emile Bizet of Shreveport. C. E. Vetter of New Orleans was named vice-president, and D. O. Mansfield of Alexandria was reelected secretary-treasurer.

Mr. Bizet and A. A. Kussmann of New Orleans were named members of the association's advisory committee. New directors are W. D. Mc-Cormick, Oak Grove; J. S. Jackson, Denham Springs; T. C. Brister. Alexandria, and Horace Black, Jennings.

John C. Ritchie of the Ruston Hardware and Furniture Co., Ruston, La., impressed upon the delegates the importance of "trying new things" for "Hardware Business Building." Mr. Ritchie said that his sponsorship of an annual farmers' picnic had more than paid for itself in business dividends. Farmers from throughout North Louisiana attend the picnics, at which free refreshments and sandwiches are provided, and, according to Mr. Ritchie, most of them come back as customers.

Other business-getters with which Mr. Ritchie reported success are the sponsorship of cooking schools at which women become acquainted with the use of new hardware items, and the attractive arrangement of all merchandise displays. He said that merchandise displays in his store are shifted regularly to furnish an air of newness.

#### Training Employees

E. Rutan, sales agent of the National Cash Register Co., Shreveport, urged each of the dealers to take it upon himself to train his employees in good salesmanship. He recommended application of a 10 per cent bonus for all salesmen who exceed a given quota of sales, and said that the employers should keep a "box score" upon which the salesmen could watch their "batting averages."

S. J. Williams, district collection manager for the International Harvester Co., Chicago, told the delegates that "giving credit is just like loaning money" and urged them to be as careful in extending credit as they would be in making a cash loan.

Other speakers were Hobart M. Thomas, Indianapolis, Ind., extension director of the National Retail Hardware Association; D. D. Fox, Dallas, Texas, manager of the Dallas division of the Federated Hardware Mutuals, and C. E. Vetter, New Orleans. Roy Bartlett of the Association of Commerce, New Orleans, presided as master of ceremonies at the convention banquet.

Resolutions provided:

That a membership committee composed of one member from each of eight congressional districts be appointed to continue efforts to strengthen the association's membership.

That the association provide specific evidence to back up complaint to proper authorities that a state statute prohibiting the sale of various and sundry items of merchandise on Sunday is being violated.

That the National Retail Hardware Association be invited to hold its 1941 congress in New Orleans.

That the association send its best wishes for a speedy recovery to Past President Luke L. Bertrand of New Iberia, who was ill and unable to attend the convention.

That the association subscribe to a clipping service in order that it might obtain all newly-written legislative bills and inform its members of bills detrimental to the hardware industry.

That the association "strenuously oppose" House bills 852 and 876 and Senate bill 375 of the Louisiana legislature and all other labor-regulation bills detrimental to the retail hardware industry.

That a legislative committee composed of one member from each of the eight congressional districts be appointed to work in conjunction with the board of directors to concentrate the association's membership strength in opposing or backing legislative bills.

# All that's BEST in STAINLESS STEEL..

• All that women ask for in beauty, utility and efficiency is fully supplied in Carlton Ware. Hard, smooth surface, finely finished inside as well as outside, is easy to clean stays bright always.

Ask your jobber.

THE CARROLLTON
METAL PRODUCTS COCARROLLTON, OHIO



You Can Best Meet the Trend to Stainless Steel with CARLTON WARE

# Imitated BUT NEVER EQUALLED

You can stock and recommend RIXSON Builders' Hardware with absolute confidence that any product bearing our name will please your most exacting customers... and bring business from their friends. Trained specifiers and buyers know from years of satisfactory experience that RIXSON-built products are "ALWAYS" up to specifications.

Since the turn of the century, RIXSON Floor Checks, Door Holders, Overhead Door Closers, Special Hinges, Casement Hardware and Transom Hardware have led the field in improved mechanism, precision manufacture and dependable performance.

Furthermore, our Engineering, Designing and Service Departments—backed by a modern plant famous for its rigid manufacturing standards—offer outstanding constructive assistance in the solution of your customers' special problems.

### THE OSCAR C. RIXSON CO. 4446 Carroll Ave., Chicago, III.

RIXSON REPRESENTATIVES AT:



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# AMERICAN CHAIN DIVISION • AMERICAN CHAIN & CABLE COMPANY, Inc. YORK, PENNSYLVANIA IN Business for Your Safety

New Business Opportunities...

THE TRUE TEMPER TAPER FORGED SHOVEL
THE TRUE TEMPER DYNAMIC HAMMER
THE TRUE TEMPER TOMMY AXE

Have set new highs...in buyer preference ...in sales...because of tremendously improved design...utility...value.

For your profit's sake...be the first to display and promote

TRUE TEMPER PRODUCTS

### Here's a Money Making Tip.

Order in a supply of Hoppe's Gun Cleaning Products. Get some Hoppe's folders. Hand one to every gun owner, or shooter, who comes into your store. Just say, "here's something that will improve your gun" and then get ready to collect the plus sale and the plus profit. He'll buy. Yes



sir! We'll send you the complete details by return mail if you'll just obey that impulse and drop us a post card—NOW.

FRANK A. HOPPE, Inc. 2314 North 8th St., Philadelphia, Pa.

If you are going to change your address

please notify the CIRCULATION DEPARTMENT at least 3 weeks before you move.

HARDWARE AGE, 100 East 42nd St., New York, N. Y.

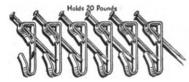


Triple Lock NAILS

Drive Screw Shank gives powerful grip. Lead under the head and down the shank plugs hole around the nail to form weather-proof lead seal. Nail, lead and sheet solidly locked together by "bump" . . . Send for samples.

The DENISTON Co. Wester Ave.





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E. H. TATE CO., Boston, Mass., U.S.A.



The outstanding fastener for making, repairing screens, garden furniture, frames, etc.

SUPERIOR FASTENER CORPORATION 5224 N. Clark St. Chicago, III.

Mew Daisy Waterers

for HOGS and POULTRY

ALSO SHAW and DAISY

CALF WEANERS

BEST FOR 25 YEARS

Write for FREE Circular Mfrd. By

QUINN WIRE & IRON WORKS

before date of issue is the closing date for the classified advertising section.

# "Who



The "WHO MAKES IT?" issue of HARDWARE AGE
enables you to quickly locate sources of supply and helps
you answer many questions regarding brand names,
products, etc.

Watertown, N. Y.: Who makes the Jack Master pocket knife? Carl's Auto Accessories.

ANSWER. Imperial Knife Co., Inc., 14 Blount Street, Providence, R. I.

Port Washington, N. Y.: Who makes a swimming pool vacuum cleaner? Shields Bros.

ANSWER: Everson Mfg. Co.. 217 W. Huron St., Chicago, Ill.

Asbury Park, N. J.: Who makes Minwax? Lazarow Bros.

ANSWER: Minwax Co.. 11 W. 42nd St., New York, N. Y.

Montreal, Canada: Who makes hair picking machines? Durand Hardware Ltd.

ANSWER: Webster Mfg. Inc., 1100 W. Davis St., Tiffin, Ohio.

Fall River, Mass.: Who makes the Rototiller garden tractors, J. P. LePage Hdwe. & Implement Co.

ANSWER: Rototiller Inc., Troy. N. Y.

Chicago, Ill.: Please furnish address of the Morco Products Co. Sheridan Hdw. Co.

ANSWER: 724 Ceres St., Los Angeles, Calif.

HARDWARE AGE



Information regarding sources of supply as provided readers of HARDWARE AGE by the "Who Makes It?" editor is here presented as an aid to others in the trade who may be seeking the same articles. The inquiries reproduced have been selected because of their general interest to hardware merchants and buyers. This editorial feature in each issue supplements the service rendered by the "Who Makes It?" issue. When writing to the firms mentioned, state that you secured your information from the HARDWARE AGE Directory Number.

Watertown, N. Y.: Who makes the Gee's minnow trap? Carl E. Moseson.

ANSWER: Cuba Specialty Mfg. Co., Houghton, N. Y.

Hyannis, Mass.: Who makes the Bristol golf clubs? Bradford's Hdwe. Store.

ANSWER: Horton Mfg. Co., Bristol, Conn.

Blytheville, Ark.: Who makes the White Cross Coffee Maker? Shouse-Henry Hdwe. Co.

ANSWER: National Stamping & Electric Works, 3220 W. Lake St., Chicago, Ill.

Redding Ridge, Conn.: Who makes the Plie-Rench combination tool? Poverty Hollow Workshop.

ANSWER: American Plie-Rench Corp., 4611 N. Ravenswood Ave., Chicago, Ill.

Haverhill, Mass.: Who makes the C.B.Q. barrel faucet? Haverhill

Hdwe. & Plumbing Supply Co., Inc.

ANSWER: Chambers-Bering-Quinlan Co., Decatur, Ill.

Rock Island, Ill.: Who makes a rubber bed mattress? Rock Island Hdwe. Co.

ANSWER: Goodyear Tire & Rubber Co., Akron, Ohio.

Lacon, Ill.: Who makes the New Home sewing machine? Althaus Bros.

ANSWER: New Home Sewing Machine Co., Rockford, Ill.

Black Creek, Wis.: Who makes the Crown dinnerware? R. H. Gehrike Co.

ANSWER: Crown Potteries Co., Division & Crown Aves., Evansville, Ind.

Flint, Mich.: Please furnish the address of the Diamond Whip Co. Eric H. Johnson.

ANSWER: 607 N. Western Ave., Chicago, Ill.

A popular buy-word

### National HARDWARE

THE score of years that these fine products of builders' hardware have been offered to the trade have been marked by dependability in service always.

It is little wonder that the endorsements of the many users of National Hardware have created the popular demand that exists today. Discriminating builders ask for these prod-

NATIONAL MFG. CO. ucts by their trade name and insist on the genuine.

If you do not car-

ry this hardware, you should write today for full particulars.

# National Manufacturing Company STERLING · · · ILLINOIS



Be sure to see historic Philadelphia—stay at the Bellevue—one of the few world famous hotels in America. The Bellevue IS Philadelphia. Reasonable Rates.

BELLEVUE

AIR-CONDITIONED

STRATFORD In Philadelphia

CLAUDE H. BENNETT, General Manager

## Classified Opportunities Section...

## Use this section to reach Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen

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 DISCOUNTS FOR CONSECUTIVE INSERTIONS
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Due to the special rate, these discounts do not apply on Position Wanted Advertisements.

REMITTANCE MUST ACCOMPANY ORDER

Send check or money order, not currency.

HARDWARE AGE is published every other Thursday. Classified forms close 15 days previous to date of publication.

Address your correspondence and replies to

#### HARDWARE AGE

Classified Opportunities Dept 100 East 42nd St., New York City

#### Positions Wanted

HARDWARE PERSONNEL, OUR FILES CONTAIN applications of several hundred experienced clerks, managers, counter men, bookkeepers and stenographers for New York hardware retailers and wholesalers. No charge to employers. Just phone Wisconsin 7-1802 or write to Associated Placement Bureau, 152 West 42nd Street, New York City.

YOUNG MAN, SINGLE, 23 years of age, desires to start in the hardware business. Exservice man--willing, ambitious, capable. Chauffeur's license. Willing to locate anywhere but prefer city. Address -Felix J. Schacca, 481 E. 167 St., Bronx, N. Y. City.

MANUFACTURER'S REPRESENTATIVE DESIRES RELIABLE MANUFACTURER'S LINE as exclusive representative for the State of Florida. Commission basis. Age 42, 17 years in this territory. Well established, assure results. Address Box D.997. care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

YOUNG MAN THOROUGHLY TRAINED IN sales and sales promotion work; well acquainted with and now contacting hardware jobbers in the South East would like a position with a first class manufacturer desiring real representation by a salesman with a successful record. References. Address Box E-10. care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

MANUFACTURERS, HARDWARE OR HOUSEFURNISHING ITEMS, with established business who desire the services of a reliable and experienced salesman to take care of their business on the Atlantic Seaboard. Satisfactory references and details on request. Please communicate with Box D-1000, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

HIGH-TYPE MIDDLE AGE, EXPERI-ENCED buyer, salesman, favorably established Louisiana, Mississippi, East Texas, South Arkansas. Represented national jobber twelve years deep south, familiar hardware jobbing lines. Desires connection manufacturer or jobber's representative or manager buyer. First-class references. Address—E. A. Pascal, 4490 De Montluzin St., New Orleans, La.

EXPERIENCED SALESMAN WITH COLLEGE TRAINING in Industrial Administration and a background of promotional sales as well as regular sales experience desires a full time position with a reliable firm. At present I amemployed contacting retail and jobbing hardware trade, industrial and mill supply houses. I am a married man, 32 years of age, and would consider some other territory than that now covered. Address Box Edit, and of Hardware Age, 100 E, 42nd St., N. Y. City.

#### Positions Wanted

WINDOW TRIMMER, EXPERIENCED HARDWARE SALESMAN, 24 years experience—10 years with manufacturer, 10 years with retailer, 2 years with jobber. Good worker; experience in meeting people. Willing to go anywhere. A-1 references. Address Box E-37, care of HARDWARE AGE, 100 E, 42nd St., N. Y. City.

MICHIGAN EMPLOYERS ATTENTION: YOUNG MAN, 28 years old, married, one child, ten years sales' experience in all departments of retail hardware, carpenter and studied architectural drawing, desires sales position with builders' hardware manufacturer or wholesale hardware firm. Address Box E.24, care of Hardware Age, 100 E. 42nd St., N. Y. City.

THIS ADVERTISEMENT INTENDED FOR TOP-RANKING CONCERNS: credit executive-office manager available, 35, assume full charge-excellent background and training. Fifteen years in the trades of hardware, building materials and metal products. Duties involved supervisory experience in dealer and technical credits—contractual FHA & HOLC finance, construction lieus, commercial law, public relations and branch credit control, also general accounting—management. Desire to forge ahead with a responsible organization. Address Box E-21, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

POSITION WANTED AS TRAVELING SALESMAN and contact man, or Washington, D. C., and vicinity representative for builders' hardware manufacturing company. Experience—twenty years as manager of builders' hardware department for one of the East's largest hardware stores, who handled builders' hardware contracts in all sections of the United States, both Government and private. Five years with U. S. Gov't Housing Agency. Have entree to majority of Architects and Contractors Offices from Chicago East, and know all short cuts to Government Offices in Washington, D. C. Address Box D.993, care of Hardware Age, 100 E. 42nd St., N. Y. City.

SALES, DIVISIONAL, OR BRANCH MANAGER capable producer with successful background as branch, district, and divisional manager. Thorough knowledge of sales, organization, management, development of personnel, advertising and merchandising in wholesale, retail, commercial and jobbing fields, with volume running from \$300,000 to \$2,500,000 yearly. Age 42, married, one child, excellent health. Am fully competent to build or carry out sound sales, advertising, and merchandising plans which appeal to consumers, dealers and salesmen, and thereby sell merchandise at a profit. Would consider representing two or three manufacturers selling to hardware of automotive jobbers in Middle or South West. Address Box E-27, care of Hardware Age, 100 E, 42nd St., N. Y. City.

#### Positions Wanted

TWENTY YEARS EXPERIENCE IN SUCCESSFULLY merchandising and directing sales of jobber of housefurnishing, electrical and hardware items. Desirous of associating with live wire manufacturer as sales manager. References. Address Box E-43, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

EXPERIENCED SALESMAN CALLING ON MIDWESTERN wholesale and retail hardware accounts desires position with future. 32 years old, grand personality and willing to work. Will furnish excellent recommendations from any Midwest jobber. Location in Midwest preferred. Interview desired. Address Box E-44, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

MANUFACTURER'S REPRESENTATIVE DESIRES MAJOR LINE for St. Louis, Mo. and surrounding territory. Have excellent following among hardware and dairy jobbers, department stores and large retail outlets as well as premium accounts. Have sold this trade for peast 15 years. Can furnish first-class references. Address Box E-20, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

COMPETENT HARDWARE MAN OF CONSTRUCTIVE ability and accomplishments. Thoroughly experienced in effective merchandising and business management, capable of productive supervision in all phases of general hardware activity, retail and wholesale, including agricultural innolements, industrial machinery and supplies. Now located in central states but willing to go anywhere. Strictly temperate, conscientious, reliable and responsible. Address Box E-31, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

#### Sales Representatives Wanted

WELL KNOWN MANUFACTURER OF gas appliances now has territory open for manufacturers' Agents in the South, South East and South West to sell a line of gas floor furnaces to the hardware trade. No objection non-competitive lines. Liberal commission. Address Box E-39, care of Hardware Age, 100 E. 42nd St., N. Y. City.

A SALES REPRESENTATIVE WANTED TO cover the various states and sell a complete line of plumbing and heating specialties and brass goods to the plumbers and retail hardware trade for a well-known concern as a side line or full time on a commission basis. Address Box E.41, care of Hardware Age, 100 E. 42nd St., N. Y. City.

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WANTED: EXPERIENCED SALESMEN TO CALL on mill and factory trade. With following preferred. Unlimited field and splendid opportunity for right men. Address Box E.28, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

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HARDWARE SALESMAN TO CALL ON hardware and paint stores in northern New Jersey to sell ladders, door hangers, and tracks. Must own car. Drawing account against commission. State age and experience. Address Box E-22, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

MFGR. OF STEEL TUBULAR AND split treets, copper belt rivets and burrs wants liveware salesmen with following in hardware trade to handle line on commission basis. All territories of the state territory covered, firms you are representing at present, age, etc. Address Box E.90, care of Hardware Age, 100 E. 42nd St., X. Y. City.

SALESMEN SELLING RETAIL HARD-WARE TRADE wanted to sell the finest cocoa and tire mats as side line, also complete line of mats and matting. Large commissions. Must know credit ratings. East-South-Middle West territories available. Give age—references—experience. Address—Hercules Products Company, of Huron Rd., Cleveland, Ohio.

OLD RELIABLE CORPORATION OFFERS WONDERFUL opportunity to sideline or full-time salesmen. Selling furniture, hardware, department stores. Fast patented sellers. Small, light sample case. Positively world's finest. Call of only best concerns. Best selling season now. Address—Dustmaster Corporation, Minneapolis, Minneapolis, Minneapolis.

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MANUFACTURERS' REPRESENTATIVE CALLING ON Hardware jobbers and large retail stores in Illinois, Indiana, Minnesota, Wisconsin and lowa for past sixteen years can take on additional line. Now representing two manufacturers whose lines are now well established. Good contacts with builders' hardware buyers. Can jurnsh any required references. Address Box No. 769-9. Hardware Age, 1012 Otis Bldg., Chicago, Ill.

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ESTABLISHED MANUFACTURERS' REPRESENTATIVE CALLING ON hardware and variety jobbers, department stores and major accounts in Minnesota, Wisconsin, Iowa, North and South Dakota, will consider an additional line of merit. Address Box E.33, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

EXPERIENCED SALESMAN WITH INDI-ANA AND Ohio following with retail and jobber hardware and mill supply trade, also large manufacturing companies, would like one or two additional lines that offer opportunity for repeat business. Address Box E-45, care of Hardware Age, 100 E. 42nd St., N. Y. City.

PENNSYLVANIA, OHIO, MICHIGAN AND DISTRICT OF COLUMBIA, manufacturers representative, established ten years, desires additional account where volume is possible. Hardware jobbers and large hardware stores. Thoroughly acquainted. References. Headquarters Pittsburgh. Commission. Address Box E-32, care of Hardware Age, 100 E. 42nd St., N. Y. City.

NATION-WIDE DISTRIBUTOR OF TOOLS and general hardware, would like to hear from manufacturers interested in increasing their volume. Prefer working commission basis but can arrange to pay eash for orders booked, if satisfactory deal can be made. Submit full particulars to Bux E.38, care of Hardware Age, 100 E. \$2nd St., N. Y. City.

MICHIGAN AND TOLEDO, OHIO. LONG established company selling on commission basis only, increasing personnel and wants lines to sell to hardware stores or their jobbers, plumbers of their jobbers. Production and maintenance items for factories. We also call on architects, engineers and general contractors. Headquarters Detroit. Address Box 1)-999, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

WANTED—A MANUFACTURERS' AGENT IS looking for a major line, either hardware or house furnishings, to represent in his territory which includes Western Pennsylvania, Eastern Ohio and West Virginia, calling on hardware jobbers, chain stores, department stores and large retail hardware stores. Willing to do missionary work. Address Box E-35, care of Hardware Age, 100 E. 42nd St., N. Y. City.

MANUFACTURERS' REPRESENTATIVE, TWENTY-FIVE YEARS' EXPERIENCE selling to automotive volume buyers only, wants popular price line of tools, wrenches and other hardware items. Automotive chains and jobbers buying other items which will give you additional business. No interference with your present selling plans. References exchanged. Address Box E-34, care of Hardware Age, 100 E. 42nd St., N. Y. City.

#### Accounts Wanted

ESTABLISHED, WELL-RATED SALES ORGANIZATION calling upon wholesale and retail hardware stores, lumber yards and building material dealers in east central states is in position to handle additional volume lines. Manufacturers desiring representation in this territory write Box E-29, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

MANUFACTURERS' REPRESENTATIVE WITH JOBBER AND large dealer following desires builders' hardware and kindred lines on commission basis. Would like to cover Metropolitan New York, Westchester, Long Island and New Jersey area. Have covered the above territory for fifteen years and can assure you of increased sales. Address Box E-36, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

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FOR SALE—HARDWARE STORE. ESTABLISHED over 50 years and doing prosperous business. Owns its own store. Owners desire to retire because of age. Investment required approximately \$50,000. Address James A. Farrell, 1106 Williamson Bldg., Cleveland, Ohio.

HARDWARE AND HOUSEFURNISHINGS STORE...North Philadelphia, Pa. Established 1923 clean stock, good fixtures, fine location Little cash down: owner retiring. Address Box E-42, care of Hardware Age, 100 E. 42nd St., N. Y. City.

MERCHANDISE WANTED—I BUY FOR cash small or large lots of manufacturers' closeouts, jobbers' surpluses and any discontinued items in the hardware and harness line. Write me what you have to offer. Address Harry J. Epstein, 815 Central St., Kansas City, Mo.

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LARGE, LEADING GENERAL HARDWARE STORE carrying full lines and outstanding fixtures of old established concern. Excellent location in City of Los Angeles, California. Established over 50 years ago. Offered for sale at sacrifice. This is one of the best, most attractive and modern stores on the Pacific Coast. Wide variety of quality merchandisc. Inventory about \$48,000. Fixtures, comblete office equipment can be had for about \$36,000. Terms for experienced and worthy buyer. Address Box E-40, care of Hardware Age, 100 E. 42nd St., N. Y. City.

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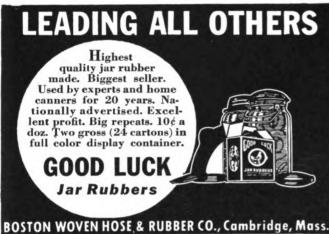
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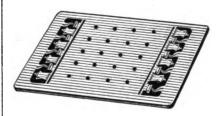
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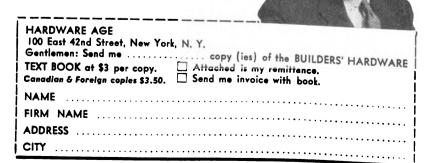
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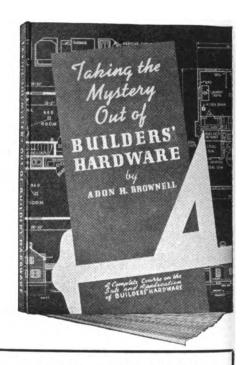
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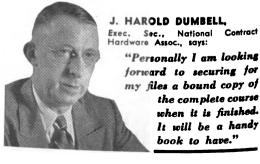
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